

WOLVERINE WORLD WIDE INC /DE/
 Form 4
 July 16, 2013

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
ZWIERS JAMES D

2. Issuer Name and Ticker or Trading Symbol
WOLVERINE WORLD WIDE INC /DE/ [WWW]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
 9341 COURTLAND DRIVE NE
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 07/12/2013

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 Sr VP & President, Outdoor Grp

ROCKFORD, MI 49351

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	07/12/2013		M		1,175 A \$ 30.26		D
Common Stock	07/12/2013		M		1,175 A \$ 30.26		D
Common Stock	07/12/2013		M		1,200 A \$ 30.26		D
Common Stock	07/12/2013		M		1,606 A \$ 20.8		D
Common Stock	07/12/2013		M		1,406 A \$ 15.37		D

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Common Stock	07/12/2013		M	2,175	A	\$ 15.37	129,998	D	
Common Stock	07/12/2013		F	5,033	D	\$ 58.85	124,965	D	
Common Stock	07/15/2013		G V	1,700	D	\$ 0	123,265	D	
Common Stock							10,986	I	By Trust

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Stock Option (Right to Buy)	\$ 30.26	07/12/2013		M	1,175	02/07/2008 02/06/2017	Common Stock	1,175
Stock Option (Right to Buy)	\$ 30.26	07/12/2013		M	1,175	02/07/2009 02/06/2017	Common Stock	1,175
Stock Option (Right to Buy)	\$ 30.26	07/12/2013		M	1,200	02/07/2010 02/06/2017	Common Stock	1,200
Stock Option (Right to Buy) ⁽¹⁾	\$ 20.8	07/12/2013		M	1,606	12/20/2004 02/17/2014	Common Stock	1,606

Stock Option (Right to Buy) ⁽¹⁾	\$ 15.37	07/12/2013	M	1,406	02/18/2006	02/17/2014	Common Stock	1,406
Stock Option (Right to Buy) ⁽¹⁾	\$ 15.37	07/12/2013	M	2,175	02/18/2007	02/17/2014	Common Stock	2,175

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ZWIERS JAMES D 9341 COURTLAND DRIVE NE ROCKFORD, MI 49351			Sr VP & President, Outdoor Grp	

Signatures

/s/ Timothy E. Foley, by Power of Attorney

07/16/2013

__Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The number of stock options and the exercise price have been adjusted to reflect the Company's February 1, 2005 three-for-two stock split.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.