SCHERR MARC D

Form 4 May 03, 2010

FORM 4

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

OMB 222

Check this box if no longer STATEMENT OF CH

Number: 3235-0287

OMB APPROVAL

if no longer subject to Section 16. Form 4 or Expires: January 31, 2005

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Estimated average burden hours per response... 0.5

5. Relationship of Reporting Person(s) to

Issuer

Form 4 or Form 5 obligations may continue. See Instruction

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

2. Issuer Name and Ticker or Trading

Symbol

1(b).

(Print or Type Responses)

SCHERR MARC D

1. Name and Address of Reporting Person *

			LTIMATE SO NC [ULTI]	FTWAR	E GR	OUP	(Check all applicable)			
(Last) (First) (Middle) 2000 ULTIMATE WAY			Date of Earliest T Ionth/Day/Year) 1/29/2010	ransaction		_	_X Director 10% Owner Selection Other (specify below) Vice-Chairman & COO			
WESTON,	(Street)		If Amendment, D	_	1	- -	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting			
(City)	(State)	(Zip)		.	G.		Person	D 6 1		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed	3. Transaction Code Year) (Instr. 8)	4. Securit our Dispos (Instr. 3, 4	ies Ac ed of (4 and 5	quired (A) (D) (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 Indirect Beneficial Ownership (Instr. 4)	
Common Stock, par value \$0.01	04/29/2010	04/29/2010		Amount 22,000	(D)	Price \$ 3.375	35,000	D		
Common Stock, par value \$0.01	04/29/2010	04/29/2010) S	22,000	D	\$ 34.619 (1)	35,000	D (2)		
Common Stock, \$0.01 par value	04/30/2010	04/30/2010) M	7,000	A	\$ 3.375	35,000	D		

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Common Stock, \$0.01 par value	04/30/2010	04/30/2010	S	4,600	D	\$ 33.66 (3)	35,000	D (2)	
Common Stock, \$0.01 par value	04/30/2010	04/30/2010	S	2,400	D	\$ 34.656 (4)	35,000	D (2)	
Common Stock, \$0.01 par value	05/03/2010	05/03/2010	M	21,000	A	\$ 3.375	35,000	D	
Common Stock, \$0.01 par value	05/03/2010	05/03/2010	S	10,500	D	\$ 33.511 (5)	35,000	D (2)	
Common Stock, \$0.01 par value	05/03/2010	05/03/2010	S	10,500	D	\$ 34.255 (6)	35,000	D (2)	
Common Stock, par value \$0.01							7,022	I	As trustee for the trust f/b/o Derek J. Scherr
Common Stock, par value \$0.01							11,022	I	As trustee for the trust f/b/o Alison J. Scherr
Common Stock, par value \$0.01							11,022	I	As trustee for the trust f/b/o Jodi D. Scherr

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474 (9-02)

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

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amount
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orDerivative	Expiration Date	Underlying Securition

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Security (Instr. 3)	or Exercise Price of Derivative Security		any (Month/Day/Year)	Code (Instr. 8)	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		(Month/Day/Year)		(Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amou or Numb of Sha
Employee Stock Option	\$ 3.375	04/29/2010	04/29/2010	M		22,000	02/07/2001(7)	02/07/2011	Common Stock	22,0
Employee Stock Option	\$ 3.375	04/30/2010	04/30/2010	M		7,000	02/07/2001(7)	02/07/2011	Common Stock	7,00
Employee Stock Option	\$ 3.375	05/03/2010	05/03/2010	M		21,000	02/07/2001(7)	02/07/2011	Common Stock	21,0

Reporting Owners

Reporting Owner Name / Address	Relationships						
Topolonia o mior i mior i marcoso	Director	10% Owner	Officer	Other			
SCHERR MARC D 2000 ULTIMATE WAY WESTON, FL 33326	X		Vice-Chairman & COO				

Signatures

Felicia Alvaro by Power of Attorney for Marc D.
Scherr
05/03/2010

**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 sales price represents the weighted average sales price ranging in price from \$34.50 to \$34.77. The number of shares sold at each separate price will be made available to the SEC Staff, the issuer, or a security holder of the issuer upon request.
- (2) The transactions reported on this Form 4 were effected pursuant to a Rule 10(b)5-1 trading plan adopted by the reporting person on February 22, 2010.
- (3) The sales price represents the weighted average sales price ranging in price from \$33.45 to \$33.85. The number of shares sold at each separate price will be made available to the SEC Staff, the issuer, or a security holder of the issuer upon request.
- (4) The sales price represents the weighted average sales price ranging in price from \$34.50 to \$34.85. The number of shares sold at each separate price will be made available to the SEC Staff, the issuer, or a security holder of the issuer upon request.
- (5) The sales price represents the weighted average sales price ranging in price from \$33.03 to \$33.90. The number of shares sold at each separate price will be made available to the SEC Staff, the issuer, or a security holder of the issuer upon request.

(6)

Reporting Owners 3

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The sales price represents the weighted average sales price ranging in price from \$34.15 to \$34.38. The number of shares sold at each separate price will be made available to the SEC Staff, the issuer, or a security holder of the issuer upon request.

(7) The option vested in four equal installments on February 7, 2001,2002,2003 and 2004.

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.