Poucher Nicholas K. Form 4 November 12, 2009

#### FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287

Expires: January 31, 2005

0.5

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Check this box if no longer subject to Section 16. Form 4 or

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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

1(b).

(Print or Type Responses)

11/10/2009

11/10/2009

Stock

Stock

Stock

Common

Common

1. Name and A Poucher Ni	Address of Reporting I cholas K.	Symbol	er Name <b>and</b> Ticker or Trading ERWARE BRANDS CORF	5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)			
(Last) 14901 S. O	(First) (M	(Month/	of Earliest Transaction Day/Year) 2009	Director 10% Owner X Officer (give title Other (specify below) V.P. & Controller			
TRAIL				v.r. & controller			
	(Street)	4. If Am	endment, Date Original	6. Individual or Joint/Group Filing(Check			
ORLANDO	O, FL 32837	Filed(Mo	onth/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(State)	(Zip) Tab	ole 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)	Code (Instr. 3, 4 and 5) (Instr. 8)  (A) or Code V Amount (D) P				
Common	11/10/2009		M 3,000 A \$	9 000 D			

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

M

 $S^{(1)}$ 

3,000

3,000

D

Persons who respond to the collection of information contained in this form are not required to respond unless the form

9,000

6,000

1,182

18.56

\$48

D

D

Ι

SEC 1474 (9-02)

401(k)

Plan

#### Edgar Filing: Poucher Nicholas K. - Form 4

### displays a currently valid OMB control number.

## 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		6. Date Exercisable and		7. Title and Amount of		8
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transaction Derivative		Expiration Date		Underlying Securities		I
Security	or Exercise		any	Code	Securities	(Month/Day/Y	ear)	(Instr. 3 and	4)	5
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Acquired					(
	Derivative				(A) or					
	Security				Disposed of					
	·				(D)					
					(Instr. 3, 4,					
					and 5)					
					ĺ					
									Amount	
						Date	Expiration		or	
						Exercisable	Date	Title	Number	
						2.1010104010	2		of	
				Code V	(A) (D)				Shares	
C41-								<b>C</b>		
Stock	\$ 18.56	11/10/2009		M	3 000	11/14/2003	11/13/2010	Common	3,000	
Option	Ψ 10.00	11,10,2007			3,000	11,1.,2000	11,10,2010	Stock	2,000	

# **Reporting Owners**

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Poucher Nicholas K.

14901 S. ORANGE BLOSSOM TRAIL ORLANDO, FL 32837 V.P. & Controller

#### **Signatures**

/s/ Susan R. Coumes, Attorney-in-Fact

\*\*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) Shares sold pursuant to cashless exercise of stock option.

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.

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