

GOODYEAR TIRE & RUBBER CO /OH/  
 Form 4  
 June 06, 2014

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2015  
 Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
**NOECHEL RICHARD J**

2. Issuer Name and Ticker or Trading Symbol  
**GOODYEAR TIRE & RUBBER CO /OH/ [GT]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
**200 INNOVATION WAY**  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
**06/04/2014**

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
**Vice President and Controller**

**AKRON, OH 44316**  
 (City) (State) (Zip)

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

**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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Common Stock	06/04/2014		M		8,558	A	\$ 15.45
Common Stock	06/04/2014		F		6,755	D	\$ 26.4451
Common Stock	06/04/2014		M		1,070	A	\$ 15.45
Common Stock	06/04/2014		F		845	D	\$ 26.4451
	06/04/2014		M		6,750	A	\$ 4.81

Common  
Stock

Common Stock	06/04/2014	F	3,900	D	\$ 26.4451 <u>(1)</u>	54,331	D
Common Stock	06/04/2014	S	22,000	D	\$ 26.4451 <u>(1)</u>	32,331	D

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

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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 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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
2002 Plan Option <u>(2)</u>	\$ 15.45	06/04/2014		M	8,558	05/31/2014 <sup>(3)</sup>	10/05/2014	Common Stock	8,558
2002 Plan Option <u>(2)</u>	\$ 15.45	06/04/2014		M	1,070	05/31/2014 <sup>(3)</sup>	10/05/2014	Common Stock	1,070
2008 Plan Option <u>(4)</u>	\$ 4.81	06/04/2014		M	6,750	02/26/2013 <sup>(5)</sup>	02/26/2019	Common Stock	6,750

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

NOECHEL RICHARD J  
200 INNOVATION WAY  
AKRON, OH 44316

Vice President and Controller

## Signatures

/s/ Bertram Bell, signing as an attorney-in-fact and agent duly authorized to execute this Form 4 on behalf of Richard J Noechel pursuant to a Power of Attorney dated 3/4/08, a copy of which has been previously filed with the SEC.

06/06/2014

\_\_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).  
This transaction was executed in multiple trades at prices ranging from \$26.41 to \$26.51. The price reported above reflects the weighted  
(1) average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.  
(2) Exercise of Reload Grant granted on 5/31/2013, under the Company's 2002 Performance Plan.  
(3) The option vested and became exercisable commencing one year after the date of grant (5/31/2013).  
(4) Non-Qualified Stock Option in respect of shares of Common Stock granted under the 2008 Performance Plan.  
(5) The option vested and became exercisable in 25% increments over four years commencing one year after the date of grant (2/26/2009).

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.