FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washingt	on, D.C.	20549	

STATEMENT OF CHANGES IN BENEFICIAL OWNERS

OMB APF	PROVAL
OMB Number:	3235-028

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

	OMB APPROVAL								
SHIP	OMB Number:	3235-0287							
	Estimated average burd	den							
	hours per response:	0.5							

1. Name and Address of Reporting Person*  ALLEN PETER M								ne <b>and</b> Tick				(Che	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)  Director 10% Owner  Officer (give title Other (specify						
(Last) 400 WO	(F OD ROAD	irst)	(Middle)				of Ear 2012	liest Trans	action (	Month	/Day/Year)		7	X Officer (give title Other (specify below)  Chief Marketing Officer					
(Street) BRAINT	TREE M	IA	02184		4.	4. If Amendment, Date of Original Filed (Month/Day/Year)							Line	Individual or Joint/Group Filing (Check Applicable Line)     X Form filed by One Reporting Person     Form filed by More than One Reporting Person					
(City)	(S	state)	(Zip)																
Table I - Non-Deriva  1. Title of Security (Instr. 3)  2. Transaction Date (Month/Day/							ion 2A. Deemed Execution Date, if any		3. Transaction Code (Instr. 8)  4. Securities Acq Disposed Of (D) (		Acquired (A	A) or	5. Amount of Securities Beneficially Owned Following Reported		6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership (Instr. 4)		
									Code	v	Amount	(A) or (D)	Price	Transacti (Instr. 3 a	on(s)			(	
Common	Stock			01/0	6/2012	2			M		5,000(1)	A	\$41.15	16,6	22 <sup>(2)</sup>	2 <sup>(2)</sup> D			
Common	Stock			01/0	6/2012	2			S		5,000(1)	D	\$61.872	8 11,6	22 <sup>(2)</sup>		D		
Common				01/0	6/2012	2			M		10,000(1)	A	\$21.46	21,6	22 <sup>(2)</sup>		D		
Common	Stock			01/0	6/2012	2			S		10,000(1)	D	\$61.872	8 11,6	22 <sup>(2)</sup>		D		
			Table II								oosed of, o			Owned					
1. Title of Derivative Security (Instr. 3)	2. Conversion Date Execution Exercise (Month/Day/Year)		3A. Deeme Execution if any (Month/Da	ned 4. In Date, Tran		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		Expira				ies g Security	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s	e s ally g	Ownership of Form: E Direct (D)	Beneficial Ownership (Instr. 4)		
					Code	v	(A)	(D)	Date Exerci	sable	Expiration Date	Title	Amount or Number of Shares		(Instr. 4)	.0.1(3)			
Non- Qualified Stock Option (right to buy)	\$21.46	01/06/2012			M			10,000(1)	09/03/	2004 <sup>(3</sup>	09/03/2013	Common Stock	10,000	\$61.8728	55,61	.4	D		
Non- Qualified Stock Option (right to buy)	\$41.15	01/06/2012			M			5,000 <sup>(1)</sup>	07/27/	2006 <sup>(3</sup>	07/27/2012	Common Stock	5,000	\$61.8728	5,000	0	D		
Non- Qualified Stock Option (right to buy)	\$26.105								05/05/	2005 <sup>(3</sup>	05/05/2014	Common Stock	15,000		15,00	00	D		
Non- Qualified Stock Option (right to buy)	\$51.07								10/24/	2008 <sup>(3</sup>	10/24/2014	Common Stock	18,213		18,21	.3	D		
Non- Qualified Stock Option (right to buy)	\$52.76								05/05/	2007 <sup>(3</sup>	05/05/2013	Common Stock	16,644		16,64	14	D		
Non- Qualified Stock Option (right to buy)	\$52.94								10/27/	2010 <sup>(3</sup>	10/27/2016	Common Stock	15,670		15,67	70	D		

	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. Transa Code ( 8)	action Derivative		6. Date Exerci Expiration Da (Month/Day/Ye	te	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		Transaction(s) (Instr. 4)		
Non- Qualified Stock Option (right to buy)	\$54.55							10/22/2009 <sup>(3)</sup>	10/22/2015	Common Stock	15,247		15,247	D	
Non- Qualified Stock Option (right to buy)	\$54.99							10/27/2011 <sup>(3)</sup>	10/27/2017	Common Stock	15,388		15,388	D	
Non- Qualified Stock Option (right to buy)	\$61.34							10/25/2012 <sup>(3)</sup>	10/25/2018	Common Stock	15,370		15,370	D	

## Explanation of Responses:

- 1. Pursuant to a 10b5-1 Plan.
- 2. Total includes Restricted Stock Awards and/or Restricted Stock Units that are subject to restrictions until vesting requirements are met. Grant was made under 2005 Long Term Incentive Compensation Plan.
- 3. Grant to reporting person of right to buy shares of common stock exercisable in annual increments of 25 percent beginning on the first anniversary of the date of grant.

By: Susan M. Hanlon For: Peter M. Allen

\*\* Signature of Reporting Person Date

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

- $^{\star}$  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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.