### Edgar Filing: Wilson Dennis J. - Form 4

Wilson Der Form 4 October 11											
FORM	<b>M</b> 4					~~~				APPROVAL	
<b>UNITED STATES SECURITIES ANI</b> Washington, D.										3235-0287	
Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).				NGES IN SECU 16(a) of t Utility Ho	N BENEFI RITIES the Securit	e Act of 1934, 1935 or Sectio	Estimated average burden hours per response 0.5				
(Print or Type	e Responses)										
1. Name and Wilson De	Address of Reporting nnis J.	g Person <u>*</u>	Symbol		nd Ticker or		ıg	5. Relationship of Issuer	f Reporting P	erson(s) to	
(Last)					Transaction	uiuj		(Check all applicable)			
(Month				h/Day/Year) 7/2011				X DirectorX 10% Owner X Officer (give title Other (specify below) below) Chief Innovation and Branding			
	(Street)			nendment, I onth/Day/Ye	Date Original ear)	l		6. Individual or Jo Applicable Line) _X_ Form filed by	One Reporting	Person	
VANCOU	VER, A1 V6J 1C	7						Form filed by M Person	More than One	Reporting	
(City)	(State)	(Zip)	Tal	ble I - Non	-Derivative	Secur	ities Acq	uired, Disposed o	f, or Benefic	ially Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	nsaction Date 2A. Deemed		3. 4. Securities Acquired (A) Transactionor Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) (A) or Code V Amount (D) Price			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	10/07/2011			C <u>(1)</u>	300,000 (2)	A	<u>(3)</u>	300,000 <u>(2)</u>	D		
Common Stock	10/07/2011			S <u>(4)</u>	5,200 <u>(2)</u>	D	\$ 52.5	294,800 <u>(2)</u>	D		
Common Stock	10/10/2011			S <u>(4)</u>	9,800 <u>(2)</u>	D	\$ 52.62 (5)	285,000 <u>(2)</u>	D		
Common Stock	10/10/2011			S <u>(4)</u>	25,000 (2)	D	\$ 53.36 (6)	260,000 (2)	D		

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Common	10,328,858	By LIPO
Stock	(2)	Investments
		(USA) Inc.

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.

# 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. Transactio Code (Instr. 8)	orDerivative Ex		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount o Underlying Securities (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Exchangeable Shares of Lulu Canadian Holding, Inc.	<u>(3)</u>	10/07/2011		C <u>(7)</u>		300,000	(8)	<u>(9)</u>	Common Stock	300,00 (2)

## **Reporting Owners**

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
Wilson Dennis J. 400 - 1818 CORNWALL AVENUE VANCOUVER, A1 V6J 1C7	Х	X	Chief Innovation and Branding					
Signatures								
Dennis Wilson, by David Negus, Attorney-in-Fact		10/11/2011						
**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 obtained on conversion of exchangeable shares of Lulu Canadian Holding, Inc. for shares of lululemon athletica inc. for no consideration, exempt under 16b-6b.
- (2) Number reflects a 2-for-1 forward stock split conducted by each of the issuer and Lulu Canadian Holding, Inc., a wholly-owned subsidiary of the issuer, that was legally effective on July 1, 2011.

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- (3) 1 to 1 exchange ratio. Please see footnote 2 for additional information regarding the implementation of the 2 for 1 forward stock split of the issuer and Lulu Canadian Holding, Inc
- (4) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on June 14, 2010.

Represents a weighted-average price. These shares were sold in multiple transactions at prices ranging from \$52.50 to \$52.75, inclusive.(5) For all transactions reported in this Form 4 utilizing a weighted-average price, the reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.

Represents a weighted-average price. These shares were sold in multiple transactions at prices ranging from \$53.00 to \$53.75, inclusive.(6) For all transactions reported in this Form 4 utilizing a weighted-average price, the reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.

- (7) Shares surrendered on conversion of exchangeable shares of Lulu Canadian Holding, Inc. for shares of lululemon athletica inc. for no consideration, exempt under Rule 16b-6b.
- (8) Immediately exchangeable for shares of lululemon common stock on a 1-to-1 ratio.
- (9) No expiration date.

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.