## Edgar Filing: National CineMedia, Inc. - Form 4

neMedia, Inc.										
								OMB AF	PROVAL	
						OMMISSION	OMB Number:	3235-0287		
iis box ger o <b>STATE</b> I 16. or	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES							Expires: January 31 2005 Estimated average burden hours per response 0.5		
-	(a) of the P	ublic U	tility Hol	ding Co	mpar	y Act of	1935 or Section			
Responses)										
Madison Paula Williams Symbol							5. Relationship of Reporting Person(s) to Issuer			
(First)	(Middle)	3. Date o	f Earliest T	ransaction		-	(Check	all applicable	)	
(Month/I			•						Owner r (specify	
						6. Individual or Joint/Group Filing(Check Applicable Line)				
IAL, CO 80112-			·				Form filed by Mo			
(State)	(Zip)	Tab	le I - Non-l	Derivative	e Secu			or Beneficiall	ly Owned	
1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year)2A. Deemed Execution Date, if any (Month/Day/Year)		Date, if	3. 4. Securities Acquired (A) Transactionor Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8)				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	or (D)	Price ¢	(Instr. 3 and 4)	(1150.4)		
03/15/2016			S	7,468	D		0	D		
	016 <b>1 4</b> UNITED is box ger o STATEN 16. or r section 17 Section 17 Section 17 Section 17 Address of Reporting ula Williams (First) ONAL CINEME E. NICHOLS A (Street) IAL, CO 80112- (State) 2. Transaction Data (Month/Day/Year)	016 <b>1 4</b> UNITED STATES : is box ger 5 <b>STATEMENT OF</b> 16. or Filed pursuant to Section 17(a) of the P 30(h) of Responses) Address of Reporting Person <u>*</u> ula Williams (First) (Middle) <b>DNAL CINEMEDIA</b> , E. NICHOLS AVE., (Street) <b>IAL, CO 80112-3405</b> (State) (Zip) 2. Transaction Date (A. Deeme (Month/Day/Year) Execution I any (Month/Day	016       UNITED STATES SECUL Wa         is box       STATEMENT OF CHAN         16.       Filed pursuant to Section 14         ns       Section 17(a) of the Public U         intime.       Section 17(a) of the Public U         address of Reporting Person *       2. Issue         valua Williams       Symbol         (First)       (Middle)       3. Date or         (Month/I       O3/15/2         (Street)       4. If America         (Street)       4. If America         (Street)       (Zip)         Tab       2. Transaction Date         2. Transaction Date       2A. Deemed         (Month/Day/Year)       Execution Date, if any (Month/Day/Year)	016       UNITED STATES SECURITIES A Washington         is box       STATEMENT OF CHANGES IN Secure         16.       SECURE         or       Filed pursuant to Section 16(a) of the Section 17(a) of the Public Utility Hole 30(h) of the Investment         Responses)       Section 17(a) of the Public Utility Hole 30(h) of the Investment         Address of Reporting Person       2. Issuer Name and Symbol National CineMe         (First)       (Middle)       3. Date of Earliest T (Month/Day/Year)         DNAL CINEMEDIA, E. NICHOLS AVE.,       03/15/2016         (Street)       4. If Amendment, D Filed(Month/Day/Year)         IAL, CO 80112-3405       State)       1         (State)       (Zip)       Table I - Non-I         2. Transaction Date       2A. Deemed       3.         (Month/Day/Year)       Execution Date, if       Transaction any         (Month/Day/Year)       Code       (Month/Day/Year)	016       14       UNITED STATES SECURITIES AND EX Washington, D.C. 20         is box       ger       STATEMENT OF CHANGES IN BENEH         16.       SECURITIES         or       Filed pursuant to Section 16(a) of the Securities         ns       Section 17(a) of the Public Utility Holding Co 30(h) of the Investment Compa         Responses)       2. Issuer Name and Ticker or Symbol National CineMedia, Inc (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year)         DNAL CINEMEDIA, E. NICHOLS AVE.,       03/15/2016         (Street)       4. If Amendment, Date Origin Filed(Month/Day/Year)         IAL, CO 80112-3405       (State)         (State)       (Zip)         Table I - Non-Derivative 2A. Deemed       3. 4. Securi (Month/Day/Year)         2. Transaction Date       2A. Deemed       3. 4. Securi (Month/Day/Year)         (Month/Day/Year)       Code (Instr. 3, (Month/Day/Year))	016       UNITED STATES SECURITIES AND EXCHANCES is box         ger       STATEMENT OF CHANGES IN BENEFICLANCES         16.       SECURITIES         or       Filed pursuant to Section 16(a) of the Securities In Securities In Securities In Section 17(a) of the Public Utility Holding Comparimation 30(h) of the Investment Company A         Responses)       Section 17(a) of the Public Utility Holding Comparimation 30(h) of the Investment Company A         Responses)       Address of Reporting Person*       2. Issuer Name and Ticker or Trading Symbol         Address of Reporting Person*       2. Issuer Name and Ticker or Trading Symbol         Address of Reporting Person*       2. Issuer Name and Ticker or Trading Symbol         Address of Reporting Person*       2. Issuer Name and Ticker or Trading Symbol         Address of Reporting Person*       2. Issuer Name and Ticker or Trading Symbol         Address of Reporting Person*       0. Issuer of Earliest Transaction (Month/Day/Year)         ONAL CINEMEDIA, E. NICHOLS AVE.,       03/15/2016         (Street)       4. If Amendment, Date Original Filed(Month/Day/Year)         IAL, CO 80112-3405       3.       4. Securities A         (State)       (Zip)       Table I - Non-Derivative Securities A         2. Transaction Date       2A. Deemed       3.       4. Securities A         (Month/Day/Year)       Execution Date, if       Tr	016       UNITED STATES SECURITIES AND EXCHANGE CONSISTENT OF CHANGES IN BENEFICIAL OWN SECURITIES         is box       STATEMENT OF CHANGES IN BENEFICIAL OWN SECURITIES         is for       Filed pursuant to Section 16(a) of the Securities Exchange Section 17(a) of the Public Utility Holding Company Act of 1940         Responses)       Section 17(a) of the Public Utility Holding Company Act of 1940         Responses)       2. Issuer Name and Ticker or Trading Symbol National CineMedia, Inc. [NCMI]         (First)       (Middle)       3. Date of Earliest Transaction (Month/Day/Year)         DNAL CINEMEDIA, 03/15/2016       03/15/2016       In Amendment, Date Original Filed(Month/Day/Year)         IAL, CO 80112-3405       (Street)       4. If Amendment, Date Original Filed(Month/Day/Year)         IAL, CO 80112-3405       3. 4. Securities Acquired (A) (Month/Day/Year)         (Month/Day/Year)       Code (Instr. 3, 4 and 5) (Month/Day/Year) (Instr. 8)         (A) or Code V Amount (D) Price \$ 03/15/2016       (A) or Code V Amount (D) Price \$ 03/15/2016	016       4       UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549         is box       STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF 66.         66.       SECURITIES         7       Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, and Section 17(a) of the Public Utility Holding Company Act of 1935 or Section induce.         8       Section 17(a) of the Public Utility Holding Company Act of 1940         Responses)         Address of Reporting Person 1         2. Issuer Name and Ticker or Trading Ula Williams       Section 1CineMedia, Inc. [NCMI]         (First)       (Middle)         3. Date of Earliest Transaction (Month/Day/Year)       -X	016       OMB AF         0 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549       OMB Number:         is box ger of 6.       STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES       Expires:         5.6.       TATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES       Expires:         6.6.       SECURITIES       Expires:         6.6.       SECURITIES       Expires:         6.6.       SECURITIES       Expires:         6.6.       Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940       Section 17(a) of the Public Utility Holding Company Act of 1940         Responses)       Address of Reporting Person.*       2. Issuer Name and Ticker or Trading Symbol       5. Relationship of Reporting Pers Issuer         (Address of Reporting Person.*       2. Issuer Name and Ticker or Trading Symbol       5. Relationship of Reporting Pers Issuer         (First)       (Middle)       3. Date of Earliest Transaction (Month/Day/Year)       (Month/Day/Year)         ONAL CINEMEDIA, E. NICHOLS AVE.,       4. If Amendment, Date Original Filed(Month/Day/Year)       6. Individual or Joint/Group Filin Applicable Line)         (Street)       4. If Amendment, Cate Original Filed(Month/Day/Year)       6. Individual or Joint/Group Filin Applicable Line)         (Street)       2. Deemed       3.       4. Securities Acquired	

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)	4. Transactio Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Amou Under Secur	rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
			Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

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## **Reporting Owners**

		Relationships					
Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
Madison Paula Williams C/O NATIONAL CINEMEDIA, INC. 9110 E. NICHOLS AVE., SUITE 200 CENTENNIAL, CO 80112-3405	X						
Signatures							
/s/ Teri Scott, as attorney-in-fact	03/16/2016						
**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 price is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$14.65 to \$14.6746, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and

 (1) Inclusive: The reporting person undertakes to provide to the issuer, any security holder of the issuer, of the securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this Form 4.

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.