

ZWIERS JAMES D  
Form 4  
December 17, 2012

# FORM 4

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

OMB APPROVAL

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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 \*  
ZWIERS JAMES D

2. Issuer Name and Ticker or Trading Symbol  
WOLVERINE WORLD WIDE INC /DE/ [WWW]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
9341 COURTLAND DRIVE NE  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
12/13/2012

\_\_\_\_ Director  
 Officer (give title below) Sr VP & President, Outdoor Grp  
\_\_\_\_ 10% Owner  
\_\_\_\_ Other (specify below)

ROCKFORD, MI 49351  
(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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	12/13/2012		M		2,175	A	\$ 15.37
Common Stock	12/13/2012		M		769	A	\$ 15.37
Common Stock	12/13/2012		M		2,866	A	\$ 22.47
Common Stock	12/13/2012		M		2,867	A	\$ 22.47
Common Stock	12/13/2012		M		2,867	A	\$ 22.47

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Common Stock	12/13/2012	S	2,500	D	\$ 40.41	123,858	D
Common Stock	12/13/2012	F	5,896	D	\$ 40.46	117,962	D
Common Stock	12/14/2012	G V	1,875	D	\$ 0	116,087	D

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.**

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(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 (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)	8. Amount or Number of Shares
Stock Option (Right to Buy) <sup>(1)</sup>	\$ 15.37	12/13/2012		M	2,175	02/18/2005 02/17/2014	Common Stock	2,175
Stock Option (Right to Buy) <sup>(1)</sup>	\$ 15.37	12/13/2012		M	769	02/18/2006 02/17/2014	Common Stock	769
Stock Option (Right to Buy)	\$ 22.47	12/13/2012		M	2,866	02/15/2007 02/14/2016	Common Stock	2,866
Stock Option (Right to Buy)	\$ 22.47	12/13/2012		M	2,867	02/15/2008 02/14/2016	Common Stock	2,867
Stock Option (Right to Buy)	\$ 22.47	12/13/2012		M	2,867	02/15/2009 02/14/2016	Common Stock	2,867

Buy)

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ZWIERS JAMES D 9341 COURTLAND DRIVE NE ROCKFORD, MI 49351			Sr VP & President, Outdoor Grp	

## Signatures

/s/ Kenneth A. Grady, by Power of  
Attorney

12/17/2012

\_\_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) The number of stock options and the exercise price have been adjusted to reflect the Company's February 1, 2005 three-for-two stock split.

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.