DELUXE CORP Form 4 January 26, 2017

## FORM 4

#### OMB APPROVAL

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

OMB Number: 3235-0287

Check this box if no longer subject to Section 16. Form 4 or BENEFICIAL OWNERSHIP OF

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2005

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Form 5 obligations may continue. Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1940

See Instruction 30(h) of the Investment Company Act of 1940

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * McRoberts Malcolm			2. Issuer Name <b>and</b> Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer		
G		(Middle)	DELUXE CORP [DLX]	(Check all applicable)		
(Last) (First) (Middle)  3680 VICTORIA STREET NORTH			3. Date of Earliest Transaction (Month/Day/Year) 01/24/2017	Director 10% Owner X Officer (give title Other (specifically)		
(Street) SHOREVIEW, MN 55126			4. If Amendment, Date Original Filed(Month/Day/Year)	Senior Vice President, SBS  6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person		
			` , ,			
(City)	(State)	(Zin)				

(City)	(State) (	Table Table	e I - Non-D	erivative	Secur	rities Acq	uired, Disposed of	f, or Beneficial	y Owned
1.Title of Security	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if	3. 4. Securities Acquired Transaction(A) or Disposed of (D)				5. Amount of Securities	6. Ownership Form: Direct	7. Nature of Indirect
(Instr. 3)		any (Month/Day/Year)	Code (Instr. 8)	(Instr. 3,	4 and	5)	Beneficially Owned Following	(D) or Indirect (I) (Instr. 4)	Beneficial Ownership (Instr. 4)
					(A) or		Reported Transaction(s) (Instr. 3 and 4)	(MStr. 1)	(msu. 1)
			Code V	Amount	(D)	Price	(Ilisti. 3 alid 4)		
Common Stock	01/24/2017		A	3,457	A	<u>(1)</u>	35,885	D	
Common Stock	01/24/2017		F	1,860	D	\$ 73.63	34,025 (2)	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)

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# 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)	Execution Date, if any (Month/Day/Year)	4. Transactic Code (Instr. 8)	onof Derivative	Expiration Date	Expiration Date		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Restricted Stock Units	\$ 0 (3)					<u>(3)</u>	01/25/2018	Common Stock	2,226	
Restricted Stock Units	\$ 0 (4)	01/24/2017		A	798	<u>(4)</u>	01/24/2019	Common Stock	798	
Common Stock Option	\$ 38.8					02/20/2014(5)	02/20/2020	Common Stock	21,900	
Common Stock Option	\$ 50.32					02/27/2015(5)	02/27/2021	Common Stock	12,372	
Common Stock Option	\$ 67.08					02/12/2016(5)	02/12/2022	Common Stock	12,832	
Common Stock Option	\$ 54.3					02/17/2017(5)	02/17/2023	Common Stock	26,356	

# **Reporting Owners**

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
McRoberts Malcolm 3680 VICTORIA STREET NORTH SHOREVIEW, MN 55126			Senior Vice President, SBS				
Cianaturas							

### **Signatures**

J. Michael Schroeder as Power of Attorney for Malcolm McRoberts 01/26/2017

\*\*Signature of Reporting Person Date

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### **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) This award reflects the settlement of performance share units that were determined to vest based on the level of achievement of the specified performance targets.
- (2) Total ownership includes 10,601 shares of restricted stock.
- Restricted Stock Units were awarded on 1/25/16 under the Company's Long-Term Incentive Plan. The units will vest and be converted into common stock on the second anniversary of the date of grant if, subject to certain exceptions, the holder remains in the employ of the Company through such date. Award results from an advance election by executive to receive a portion of their 2015 annual incentive compensation in restricted stock units in lieu of cash.
- Restricted Stock Units were awarded on 1/24/17 under the Company's Long-Term Incentive Plan. The units will vest and be converted into common stock on the second anniversary of the date of grant if, subject to certain exceptions, the holder remains in the employ of the Company through such date. Award results from an advance election by executive to receive a portion of their 2016 annual incentive compensation in restricted stock units in lieu of cash.
- Options vest in three equal installments on the three succeeding anniversary dates of the date of grant, provided the holder remains an employee of the Company. Date entered reflects date on which first installment vests(ed).

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.