#### GILLMAN BRIAN S

Form 4

August 14, 2018

# FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

**OMB** 

3235-0287 Number:

**OMB APPROVAL** 

January 31, Expires: 2005

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obligations

may continue. See Instruction

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * GILLMAN BRIAN S			Symbol		Ticker or Trading  UP INC [MESA]	5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)		
(Last)	(First)	(Middle)	3. Date of (Month/D	Earliest Tra	nsaction	Director	10%	
410 N. 44TH	I STREET, SU	JITE 700	08/10/20	018		_X_ Officer (gives below)	e title Otho below) P/GC/Secretary	` ' '
	(Street)		4. If Amer	ndment, Dat	e Original	6. Individual or J	oint/Group Filir	ng(Check
			Filed(Mon	th/Day/Year)		Applicable Line) _X_ Form filed by	One Reporting Pe	erson
PHOENIX,	AZ 85008					Form filed by l Person	More than One Re	eporting
(City)	(State)	(Zip)	Table	e I - Non-Do	erivative Securities Acq	quired, Disposed o	of, or Beneficial	ly Owned
1.Title of Security	2. Transaction I (Month/Day/Ye			3. Transactio	4. Securities Acquired n(A) or Disposed of	5. Amount of Securities	6. Ownership Form: Direct	7. Nature Indirect

(City)	(State)	Zip) Table	e I - Non-D	erivative S	ecurit	ies Acq	quired, Disposed o	of, or Beneficial	ly Owned
1.Title of Security (Instr. 3)	2. Transaction Date 2A. Deemed (Month/Day/Year) Execution Date, if any (Month/Day/Year)		3. Transaction Code (Instr. 8)	on(A) or Dis (D)	(A) or Disposed of (D) Instr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following	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	Reported Transaction(s) (Instr. 3 and 4)		
Common Stock							78,670	D	
Common Stock	08/10/2018		A	16,515 (2) (3)	A	\$0	95,185	D	

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

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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)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. 5. Number of TransactionDerivative Code Securities Acquired (Instr. 8) (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and A Underlying So (Instr. 3 and 4	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title
Restricted Stock Units	\$ 0	08/10/2018		D(1)		7,160	<u>(1)</u>	<u>(1)</u>	Common Stock
Stock Appreciation Rights	\$ 6.8	08/10/2018		D <u>(2)</u>		25,000	<u>(2)</u>	07/20/2025	Common Stock
Stock Appreciation Rights	\$ 7.1	08/10/2018		D <u>(3)</u>		41,668	(3)	01/18/2026	Common Stock
Restricted Stock Award	\$ 0	08/10/2018		D(4)		15,000	<u>(4)</u>	<u>(4)</u>	Common Stock
Restricted Stock Award	\$ 0	08/10/2018		D(5)		9,060	<u>(5)</u>	<u>(5)</u>	Common Stock
Restricted Stock Award	\$ 0	08/10/2018		D(6)		11,783	<u>(6)</u>	<u>(6)</u>	Common Stock
Restricted Stock Award	\$ 0	08/10/2018		A	92,437 (7)		09/03/2018	<u>(7)</u>	Common Stock

# **Reporting Owners**

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		

GILLMAN BRIAN S 410 N. 44TH STREET, SUITE 700 PHOENIX, AZ 85008

EVP/GC/Secretary

### **Signatures**

/s/ Brian S.

Gillman 08/14/2018

\*\*Signature of
Reporting Person

Date

Reporting Owners 2

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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) The restricted stock units under this grant were cancelled in exchange for shares of restricted common stock issued under the 2018 Equity Incentive Plan in a grant dated August 10, 2018.
- (2) The stock appreciation rights under this award were cancelled in exchange for shares of restricted common stock issued under the 2018 Equity Incentive Plan in a grant dated August 10, 2018.
- The vested stock appreciation rights under this award were cancelled in exchange for shares of restricted common stock issued under the 2018 Equity Incentive Plan in a grant dated August 10, 2018. Stock appreciation rights for 13,888 that were unvested were cancelled in exchange for unvested restricted stock under the 2018 Equity Incentive Plan in a grant dated August 10, 2018.
- (4) The restricted stock under this grant was cancelled in exchange for shares of restricted common stock issued under the 2018 Equity Incentive Plan, in a grant dated August 10, 2018.
- (5) The restricted stock under this grant was cancelled in exchange for shares of restricted common stock issued under the 2018 Equity Incentive Plan, in a grant dated August 10, 2018.
- (6) The restricted stock under this grant was cancelled in exchange for shares of restricted common stock issued under the 2018 Equity Incentive Plan, in a grant dated August 10, 2018.
- A restricted stock award was granted under the 2018 Equity Incentive Plan in a grant dated August 10, 2018, and vests as follows: 25,000 (7) shares on September 3, 2018; 7,314 shares on January 21, 2019; 24,237 shares on June 1, 2019; 7,500 shares on July 21, 2019; 15,179 shares on June 1, 2020; 7,500 shares on July 21, 2020; and 5,707 shares on June 1, 2021.

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.