SEC Form 4	
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FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549 STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

OMB Number:	3235-0287								
Estimated average burden									
hours per response:	0.5								

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 OWNI Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

			or	Section 30(h) of the	Investr	ient C	ompany Act o	f 1940						
	Address of Reporting P	erson*		suer Name <b>and</b> Ticl			Symbol		5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
TROM JE	<u>2FF D.</u>					. 1				Director	X 10% 0	Owner		
(Last) 2900 UNIV	(First) ERSITY BOULEV	(Middle)		ate of Earliest Trans 23/2021	action (	Month	n/Day/Year)	X	Officer (give title below) Executive	Other below VP & CTO	(specify )			
(Street) AMES (City)	IA (State)	50010 (Zip)	4. lf	Amendment, Date o	of Origin	al File	d (Month/Day	6. Indiv Line) X	,					
		Table I - N	on-Derivative	Securities Ac	quire	d, Di	sposed of	, or Be	eneficially	Owned				
1. Title of Sec	urity (Instr. 3)	2. Transaction Date (Month/Day/Year)			ction Instr.	4. Securities Disposed Of			5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature o Indirect Beneficial Ownership (Instr. 4)			
				Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(1130.4)			
Class A Con	nmon Stock		07/23/2021		S <sup>(1)</sup>		8,161	D	\$128.06 <sup>(2)</sup>	91,839	I	By revocable trust		
Class A Con	nmon Stock		07/23/2021		S <sup>(1)</sup>		7,050	D	\$129.4 <sup>(3)</sup>	84,789	I	By revocable trust		
Class A Con	nmon Stock		07/23/2021		S <sup>(1)</sup>		9,689	D	\$130.13 <sup>(4)</sup>	75,100	I	By revocable		

Class A Collinion Stock	07723/2021	307	3,003	D	ψ130.13	73,100	I	trust
Class A Common Stock	07/23/2021	S <sup>(1)</sup>	100	D	\$130.78	75,000	Ι	By revocable trust
Class A Common Stock						270,976	D	

 
 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. Transa Code ( 8)		5. Nu of Deriv Secu Acqu (A) o Disp of (D (Instr and §	vative rities lired r osed ) r. 3, 4	6. Date Exercisable and Expiration Date (Month/Day/Year)		of Securities		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Class B Common Stock <sup>(5)</sup>	(5)							(5)	(5)	Class A Common Stock	778,645		778,645	I	By revocable trust
Class B Common Stock <sup>(5)</sup>	(5)							(5)	(5)	Class A Common Stock	328,402		328,402	I	By charitable remainder trust
Class B Common Stock <sup>(5)</sup>	(5)							(5)	(5)	Class A Common Stock	57,000		57,000	I	By irrevocable trust
Class B Common Stock <sup>(5)</sup>	(5)							(5)	(5)	Class A Common Stock	57,000		57,000	I	By irrevocable trust
Class B Common Stock <sup>(5)</sup>	(5)							(5)	(5)	Class A Common Stock	57,000		57,000	I	By irrevocable trust
Employee Stock Option to Purchase Class A Common Stock <sup>(6)</sup>	\$12.4							02/01/2018 <sup>(7)</sup>	01/31/2027	Class A Common Stock	25,215		25,215	D	

	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. Transa Code ( 8)		5. Nu of Deriv Secu Acqu (A) o Dispo of (D) (Insti and 5	vative rities ired r osed ) c. 3, 4	6. Date Exerci Expiration Dat (Month/Day/Ye	e	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)		10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option to Purchase Class A Common Stock <sup>(6)</sup>	\$14.74							02/01/2017 <sup>(7)</sup>	01/31/2026	Class A Common Stock	21,212		21,212	D	
Employee Stock Option to Purchase Class A Common Stock <sup>(8)</sup>	\$15.83							08/12/2015 <sup>(9)</sup>	08/11/2024	Class A Common Stock	159,592		159,592	D	

## Explanation of Responses:

1. The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on December 15, 2020 in accordance with Rule 10b5-1 of Securities Exchange Act of 1934, as amended. This Rule 10b5-1 plan provides for fixed sales of a total of up to 300,000 shares of stock options and Class A Common Stock through January 2022.

2. The price reported in Column 4 is a weighted-average price. The price actually received ranges from \$127.58 to \$128.51. For all transactions reported in this Form 4 utilizing a weighted-average price, the Reporting Person undertakes to provide upon request by the SEC staff, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price within the range. 3. The price reported in Column 4 is a weighted-average price. The price actually received ranges from \$128.75 to \$129.73. For all transactions reported in this Form 4 utilizing a weighted-average price, the

Reporting Person undertakes to provide upon request by the SEC staff, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price within the range. 4. The price reported in Column 4 is a weighted-average price. The price actually received ranges from \$129.75 to \$130.73. For all transactions reported in this Form 4 utilizing a weighted-average price, the Reporting Person undertakes to provide upon request by the SEC staff, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price within the range.

5. Each share of Class B Common Stock is convertible, at any time at the election of the holder, into one share of Class A Common Stock. In addition, each share of Class B Common Stock will convert automatically into one share of Class A Common Stock upon (i) the date specified by the holders of at least 66 2/3% of the outstanding shares of Class B Common Stock, (ii) any transfer, except for certain "qualified transfers" (as defined in the Issuer's Certificate of Incorporation) or (iii) upon the death of a natural person holding shares of Class B Common Stock (subject to certain exceptions as defined in the Issuer's Certificate of Incorporation).

6. Granted pursuant to the 2014 Equity Incentive Plan.

7. Vests in three equal annual installments commencing on the first anniversary of the grant date.

8. Granted pursuant to 2009 Unit Incentive Plan.

9. Vests as to 25% of the shares on the first anniversary of the grant date and as to 6.25% of the shares at the end of each three-month period thereafter.

**Remarks:** 

## <u>/s/ Brandon E. Ziegler as</u> <u>attorney-in-fact for Jeffrey D.</u> <u>Trom</u>

<u>ey D.</u> <u>07/26/2021</u>

\*\* Signature of Reporting Person Date

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

\* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.