Edgar Filing: AINSLIE MICHAEL L - Form 4

AINSLIE MI	CHAEL L										
Form 4											
May 12, 2010)										
FORM	4						NOD		-	PPROVAL	
-	UNITEL) STATES		hington,			NGE	COMMISSION	OMB Number:	3235-0287	
Check this box if no longer									Expires:	January 31,	
subject to STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP O						NERSHIP OF	Estimated	2005 average			
Section 10	ection 16. SECURITIES						burden hou	urs per			
Form 4 or Form 5	or Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,							response	. 0.5		
obligation	¹⁸ Section 17							of 1935 or Sectio	m		
may conti	nue.		of the Inv	•	•	· ·	•		/11		
See Instru 1(b).	iction	()			F						
(Print or Type R	lesponses)										
1 Name and A	ddress of Reporting	g Person *	2 Issuer	Nama and	Tiokor	r Tradi	na	5. Relationship of	f Reporting Per	son(s) to	
AINSLIE MICHAEL L Symbol				Issuer Name and Ticker or Trading nbol Y JOE CO [JOE]				Issuer			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Check					k all applicable)			
()	()	()	(Month/Da		unsaction			X Director	109	% Owner	
	SIDE AVENUE	E, SUITE	05/10/20	-				Officer (give below)	e title Oth below)	ner (specify	
500								below)	below)		
	(Street)		4. If Amer	. If Amendment, Date Original				6. Individual or Joint/Group Filing(Check			
Filed(Mo				ed(Month/Day/Year)				Applicable Line) _X_ Form filed by One Reporting Person			
LACKSONN	/ILLE, FL 322(12							More than One R		
JACKSON	TEEE, I'E 5220)2						Person			
(City)	(State)	(Zip)	Table	e I - Non-E	Derivativ	Secur	ities Ac	quired, Disposed o	f, or Beneficia	lly Owned	
1.Title of	2. Transaction D						5. Amount of	6. Ownership	7. Nature of		
Security (Instr. 3)	(Month/Day/Yea	r) Executi any	tion Date, if TransactionAcquired (A) or Code Disposed of (D)					Securities Beneficially	Form: Direct (D) or	Indirect Beneficial	
(Insu: 5)		-	/Day/Year)	(Instr. 8)	• • •			Owned I	Indirect (I)	Ownership	
								Following	Instr. 4)	(Instr. 4)	
						(A)		Reported Transaction(s)			
				Code V	Amou	or at (D)	Price	(Instr. 3 and 4)			
Common	05/10/2010							22.254	D		
Stock	05/10/2010			А	3,267	А	\$0	23,254	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.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	4. Transactic Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Amou Under Secur	le and int of rlying ities . 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owna Follo Repo Trans (Instr
			Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships						
1 0	Director	10% Owner	Officer	Other			
AINSLIE MICHAEL L 245 RIVERSIDE AVENUE SUITE 500 JACKSONVILLE, FL 32202	Х						
Signatures							
/s/ Reece B. Alford, by power of attorney	of	05/12	2/2010				
**Signature of Reporting Person		Da	ate				

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).

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.