

SULLIVAN THOMAS D  
Form 4  
January 05, 2010

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
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 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 \*  
SULLIVAN THOMAS D

(Last) (First) (Middle)  
3000 JOHN DEERE ROAD  
(Street)

TOANO, VA 23168

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Lumber Liquidators, Inc. [LL]

3. Date of Earliest Transaction (Month/Day/Year)  
01/04/2010

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chairman of the Board; Founder

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 Indirect Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Common Stock	01/04/2010		S		80,129 (1)	D	\$ 25.8357 (2) (3) (4)
Common Stock	01/04/2010		S		19,871 (1)	D	\$ 26.729 (5) (6)

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.**

SEC 1474  
(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 Acquired (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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Beneficially (Instr. 5)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SULLIVAN THOMAS D 3000 JOHN DEERE ROAD TOANO, VA 23168	X	X	Chairman of the Board; Founder	

## Signatures

/s/ E. Livingston B. Haskell,  
Power-of-Attorney

01/05/2010

\*\*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) These sales were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on November 27, 2009.
- Weighted average sale price for prices ranging from \$25.3000 to \$26.3000. 26 shares were sold at \$25.9400 per share; 100 shares were sold at each of the following prices: \$25.4100, \$25.5000, \$25.5300, \$26.0300, \$26.1125; 107 shares were sold at \$26.0700 per share; 200 shares were sold at each of the following prices: \$25.3700, \$25.4400, \$25.4700, \$25.5800, \$26.1500, \$26.2300; 249 shares were sold at \$26.2800 per share; 300 shares were sold at each of the following prices: \$25.7000 and \$26.1400; 319 shares were sold at \$26.2500 per share; 374 shares were sold at \$25.9200 per share; 400 shares were sold at \$25.9500 per share; 458 shares were sold at \$25.3200 per share; 500 shares were sold at each of the following prices: \$25.3000, \$25.3400, \$25.5600; 581 shares were sold at \$26.2700 per share; 600 shares were sold at \$25.6600 per share; 611 shares were sold at \$25.9800 per share; 639 shares were sold at 26.2000 per share; (continued in following footnote)
- (continued from previous footnote) 700 shares were sold at each of the following prices: \$26.1100, \$26.1700; 720 shares were sold at \$25.4000 per share; 785 shares were sold at \$26.1300 per share; 800 shares were sold at each of the following prices: \$25.5400 and \$26.0500; 815 shares were sold at \$26.0400 per share; 830 shares were sold at \$25.7200 per share; 889 shares were sold at \$25.9700 per share; 893 shares were sold at \$26.0800 per share; 900 shares were sold at each of the following prices: \$25.5200 and \$25.7500; 970 shares were sold at \$25.7300 per share; 1,075 shares were sold at \$26.2400 per share; 1,082 shares were sold at \$25.3100 per share; 1,100 shares were sold at each of the following prices: \$25.4300 and \$25.5100; 1,200 shares were sold at 26.2200 per share; 1,300 shares were sold at \$25.8700 per share; 1,361 shares were sold at \$26.2100 per share; (continued in following footnote)

## Edgar Filing: SULLIVAN THOMAS D - Form 4

(4) (continued from previous footnote) 1, 400 shares were sold at \$26.0200 per share; 1,600 shares were sold at each of the following prices: \$26.0100, \$26.2900; 1,800 shares were sold at \$26.1800 per share; 1,900 shares were sold at \$25.7100 per share; 2,000 shares were sold at each of the following prices: \$25.3300 and \$26.0600; 2,064 shares were sold at \$26.1200 per share; 2,100 shares were sold at \$25.7600 per share; 2,300 shares were sold at \$25.9000 per share; 2,700 shares were sold at \$26.0000 per share; 3,300 shares were sold at \$25.7400 per share; 3,740 shares were sold at \$25.3600 per share; 3,841 shares were sold at \$26.3000 per share; 5,000 shares were sold at \$26.1000 per share; 6,900 shares were sold at \$25.3500 per share; 8,800 shares were sold at \$25.5500 per share.

(5) Weighted average sale price for prices ranging from \$26.3100 to \$27.2500. 58 shares were sold at \$26.4200 per share; 91 shares were sold at \$27.0800 per share; 100 shares were sold at each of the following prices: \$26.6000, \$26.7600, \$26.7700, \$26.7800, \$26.9300, \$27.0300, \$27.2500; 200 shares were sold at each of the following prices: \$26.3100, \$26.5200, \$26.5800, \$26.5900, \$26.6300, \$26.6600, \$26.7400, \$26.8700; 300 shares were sold at each of the following prices: \$26.3300, \$26.4100, \$26.5100, \$26.7000, \$26.8400, \$26.8600, \$26.9100, \$26.9400; 400 shares were sold at each of the following prices: \$26.6500, \$26.7900, \$27.0400, \$27.1300; 409 shares were sold at \$27.1400 per share; 500 shares were sold at each of the following prices: \$26.7200 and \$26.8300; 600 shares were sold at \$26.6700 per share; 626 shares were sold at \$26.5400 per share; 700 shares were sold at each of the following prices: \$26.5300 and \$27.1800; (continued in following footnote)

(6) (continued from previous footnote) 797 shares were sold at \$26.4300 per share; 800 shares were sold at \$26.8500 per share; 900 shares were sold at \$26.8800 per share; 942 shares were sold at \$26.4000 per share; 1,100 shares were sold at \$26.3200 per share; 1,300 shares were sold at \$26.6400 per share; 1,578 shares were sold at \$26.5000 per share; 1,970 shares were sold at \$26.8200 per share.

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.