

Zola Steven C  
 Form 4  
 December 08, 2011

**FORM 4**

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

OMB APPROVAL

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**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 \*  
 Zola Steven C

(Last) (First) (Middle)

605 HIGHWAY 169 N, SUITE 400

(Street)

MINNEAPOLIS, MN 55441

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
 WINMARK CORP [WINA]

3. Date of Earliest Transaction  
 (Month/Day/Year)  
 12/08/2011

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)

President, Winmark Capital

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  |                                | (A) or (D) Code V Amount (D) Price                                |   |  |                                   |
| Common Stock                    |                                      |  |                                |   | 2,000   | D  |                                   |
| Common Stock                    |                                      |  |                                |   | 10,641  | I  | By Zola Living Trust              |
| Common Stock                    |                                      |  |                                |   | 500   | I  | Child 1                           |
| Common Stock                    |                                      |  |                                |   | 500   | I  | Child 2                           |
| Common Stock                    |                                      |  |                                |   | 500   | I  | Child 3                           |

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

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(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 Security (Instr. 3 and 4) | 8. An or Nu of |   |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------|---|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title          |   |
| Non-Qualified Stock Option (right to buy)  | \$ 25.99   |                                      |  |                                |   | 01/13/2006 <sup>(1)</sup>                                | 01/13/2015  | Common Stock   | 1 |
| Employee Stock Option (right to buy)       | \$ 20.46   |                                      |  |                                |   | 12/13/2006 <sup>(2)</sup>                                | 12/13/2015  | Common Stock   | 2 |
| Employee Stock Option (right to buy)       | \$ 20.32   |                                      |  |                                |   | 12/14/2007 <sup>(2)</sup>                                | 12/14/2016  | Common Stock   | 1 |
| Employee Stock Option (right to buy)       | \$ 20.96   |                                      |  |                                |   | 12/13/2008 <sup>(2)</sup>                                | 12/13/2017  | Common Stock   | 2 |
| Employee Stock Option (right to buy)       | \$ 16.52   |                                      |  |                                |   | 08/13/2009 <sup>(2)</sup>                                | 08/13/2018  | Common Stock   | 1 |
| Employee Stock Option (right to buy)       | \$ 12.75   |                                      |  |                                |   | 12/11/2009 <sup>(2)</sup>                                | 12/11/2018  | Common Stock   | 1 |
| Employee Stock Option (right to buy)       | \$ 13.01   |                                      |  |                                |   | 06/01/2010 <sup>(2)</sup>                                | 06/01/2019  | Common Stock   | 1 |
| Employee Stock Option (right to buy)       | \$ 22.15   |                                      |  |                                |   | 12/10/2010 <sup>(2)</sup>                                | 12/10/2019  | Common Stock   | 1 |
| Employee Stock Option                      | \$ 31.19   |                                      |  |                                |   | 06/01/2011 <sup>(2)</sup>                                | 06/01/2020  | Common Stock   | 1 |

(right to buy)

|  |          |  |  |  |  |                           |            |                 |   |
|--|----------|--|--|--|--|---------------------------|------------|-----------------|---|
| Employee<br>Stock Option<br>(right to buy) | \$ 32.92 |  |  |  |  | 12/14/2011 <sup>(2)</sup> | 12/14/2020 | Common<br>Stock | 9 |
|--|----------|--|--|--|--|---------------------------|------------|-----------------|---|

|  |          |  |  |  |  |                           |            |                 |   |
|--|----------|--|--|--|--|---------------------------|------------|-----------------|---|
| Employee<br>Stock Option<br>(right to buy) | \$ 37.76 |  |  |  |  | 06/01/2012 <sup>(2)</sup> | 06/01/2021 | Common<br>Stock | 9 |
|--|----------|--|--|--|--|---------------------------|------------|-----------------|---|

|  |          |            |  |   |       |                           |            |                 |   |
|--|----------|------------|--|---|-------|---------------------------|------------|-----------------|---|
| Employee<br>Stock Option<br>(right to buy) | \$ 53.34 | 12/08/2011 |  | A | 9,250 | 12/08/2012 <sup>(2)</sup> | 12/08/2021 | Common<br>Stock | 9 |
|--|----------|------------|--|---|-------|---------------------------|------------|-----------------|---|

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                            |       |
|--|---------------|-----------|----------------------------|-------|
|  | Director      | 10% Owner | Officer                    | Other |
| Zola Steven C<br>605 HIGHWAY 169 N<br>SUITE 400<br>MINNEAPOLIS, MN 55441 | X             |           | President, Winmark Capital |       |

## Signatures

|                       |            |
|-----------------------|------------|
| /s/ Steven C.<br>Zola | 12/08/2011 |
|-----------------------|------------|

\*\*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) 20% per year for 5 years
- (2) 25% per year for 4 years

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