

MAUI LAND & PINEAPPLE CO INC  
 Form 4  
 July 24, 2013

**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 \*  
 CASE STEPHEN M

2. Issuer Name and Ticker or Trading Symbol  
 MAUI LAND & PINEAPPLE CO INC [MLP]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
 07/24/2013

Director  10% Owner  
 Officer (give title below)  Other (specify below)

1717 RHODE ISLAND AVENUE,  
 N.W., 9TH FLOOR

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

WASHINGTON, DC 20036

(City) (State) (Zip)

**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)  | Price   |  |                                   |   |                             |
|                                 |                                      |  |                                | Code  | V   | Amount   |                                   |   |                             |
| Common Stock                    | 07/24/2013                           |  | P <sup>(1)</sup>               | 2,700   | A   | \$ 3.99  | 11,911,936                        | I | See Footnote <sup>(2)</sup> |
| Common Stock                    |                                      |  |                                |   |   |  | 18,501                            | D |                             |

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

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