

PULIDO MARK  
Form 4  
October 07, 2011

**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 \*  
**PULIDO MARK**

2. Issuer Name and Ticker or Trading Symbol  
**QUIDEL CORP /DE/ [QDEL]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
**10/05/2011**

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

**P.O. BOX 1334**

(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

**RANCHO SANTA FE, CA 92067**

(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 Indirect Beneficial Ownership (Instr. 4)	
			Code	V	Amount	Price		
Common Stock <sup>(1)</sup>	10/05/2011		M		8,600	A \$ 5.08	23,530	D
Common Stock <sup>(1)</sup>	10/05/2011		S		8,600	D \$ 17.0176 <sup>(2)</sup>	14,930	D
Common Stock <sup>(1)</sup>	10/06/2011		M		17,000	A \$ 5.08	31,930	D
Common Stock <sup>(1)</sup>	10/06/2011		S		17,000	D \$ 17.0266 <sup>(3)</sup>	14,930	D
Common	10/07/2011		M		10,670	A \$ 5.08	25,600	D



## 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) All of the transactions reported in this Form 4 were effected pursuant to a pre-established Rule 10b5-1 trading plan.

The weighted average purchase price for these transactions was \$17.0176 per share, with a range of \$17.00 to \$17.11 per share. Upon

(2) request, the Reporting Person hereby undertakes to provide to staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder, the full information regarding the number of shares purchased at each separate price.

The weighted average purchase price for these transactions was \$17.0266 per share, with a range of \$17.00 to \$17.15 per share. Upon

(3) request, the Reporting Person hereby undertakes to provide to staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder, the full information regarding the number of shares purchased at each separate price.

The weighted average purchase price for these transactions was \$17.0407 per share, with a range of \$17.00 to \$17.1243 per share. Upon

(4) request, the Reporting Person hereby undertakes to provide to staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder, the full information regarding the number of shares purchased at each separate price.

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.