

GOODYEAR TIRE & RUBBER CO /OH/  
Form 4  
June 10, 2015

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
NOECHEL RICHARD J

2. Issuer Name and Ticker or Trading Symbol  
GOODYEAR TIRE & RUBBER CO /OH/ [GT]

5. Relationship of Reporting Person(s) to Issuer  
(Check all applicable)

(Last) (First) (Middle)  
200 INNOVATION WAY  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
06/08/2015

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Vice President and Controller

AKRON, OH 44316  
(City) (State) (Zip)

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

**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 or Price		
Common Stock	06/08/2015		M		5,000 A \$ 24.71	46,791	D
Common Stock	06/08/2015		F		4,463 D \$ 31.2134	42,328	D
Common Stock	06/08/2015		M		10,087 A \$ 26.74	52,415	D
Common Stock	06/08/2015		F		9,347 D \$ 31.2134	43,068	D
	06/08/2015		M		25,397 A \$ 13.91	68,465	D

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Common Stock							
Common Stock	06/08/2015	F	18,075	D	\$ 31.2134 <u>(1)</u>	50,390	D
Common Stock	06/08/2015	M	15,000	A	\$ 12.94	65,390	D
Common Stock	06/08/2015	F	10,432	D	\$ 31.2134 <u>(1)</u>	54,958	D
Common Stock	06/08/2015	M	24,962	A	\$ 12.74	79,920	D
Common Stock	06/08/2015	F	17,276	D	\$ 31.2134 <u>(1)</u>	62,644	D
Common Stock	06/08/2015	S	20,853	D	\$ 31.2134 <u>(1)</u>	41,791	D

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 Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
2005 Plan Option <u>(2)</u>	\$ 24.71	06/08/2015		M	5,000	02/27/2011 <sup>(3)</sup>	02/27/2017	Common Stock	5,000
2005 Plan Option <u>(2)</u>	\$ 26.74	06/08/2015		M	10,087	02/21/2012 <sup>(4)</sup>	02/21/2018	Common Stock	10,087

2008 Plan Option (5)	\$ 13.91	06/08/2015	M	25,397	02/22/2015 <sup>(6)</sup>	02/22/2021	Common Stock	25,397
2008 Plan Option (5)	\$ 12.94	06/08/2015	M	15,000	02/27/2015 <sup>(7)</sup>	02/27/2022	Common Stock	15,000
2008 Plan (5)	\$ 12.74	06/08/2015	M	24,962	02/23/2014 <sup>(8)</sup>	02/23/2020	Common Stock	24,962

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
NOECHEL RICHARD J 200 INNOVATION WAY AKRON, OH 44316			Vice President and Controller	

## Signatures

/s/ Bertram Bell, signing as an attorney-in-fact and agent duly authorized to execute this Form 4 on behalf of Richard J Noechel pursuant to a Power of Attorney dated 3/4/08, a copy of which has been previously filed with the SEC.

06/10/2015

\_\_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).

This transaction was executed in multiple trades at prices ranging from \$31.11 to \$31.35. The price reported above reflects the weighted (1) average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

(2) Non-Qualified Stock Option in respect of shares of common stock granted under the 2005 Performance Plan.

(3) The option vested and became exercisable in 25% increments over four years commencing one year after the date of grant (2/27/2007).

(4) The option vested and became exercisable in 25% increments over four years commencing one year after the date of grant (2/21/2008).

(5) Non-Qualified Stock Option in respect of shares of common stock granted under the 2008 Performance Plan.

(6) The option vested and became exercisable in 25% increments over four years commencing one year after the date of grant (2/22/2011).

(7) The option vested and became exercisable in 25% increments over four years commencing one year after the date of grant (2/27/2012).

(8) The option vested and became exercisable in 25% increments over four years commencing one year after the date of grant (2/23/2010).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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