

SWARTZ JEFFREY B
Form 4
February 22, 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 *
SWARTZ JEFFREY B

2. Issuer Name and Ticker or Trading Symbol
TIMBERLAND CO [TBL]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
200 DOMAIN DRIVE

(Street)

3. Date of Earliest Transaction (Month/Day/Year)
02/17/2011

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

STRATHAM, NH 03885

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

(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 or Price		
Class A Common Stock	02/17/2011		M ⁽¹⁾		120,000 A \$ 28.5	862,509	D
Class A Common Stock	02/17/2011		M ⁽²⁾		50,000 A \$ 17.74	912,509	D
Class A Common Stock	02/17/2011		S ⁽³⁾		1,150 D \$ 34.25	911,359	D
Class A Common	02/17/2011		S		1,300 D \$ 34.26	910,059	D

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Stock							
Class A Common Stock	02/17/2011	S	450	D	\$ 34.27	909,609	D
Class A Common Stock	02/17/2011	S	100	D	\$ 34.28	909,509	D
Class A Common Stock	02/17/2011	S	300	D	\$ 34.29	909,209	D
Class A Common Stock	02/17/2011	S	13,700	D	\$ 34.3	895,509	D
Class A Common Stock	02/17/2011	S	100	D	\$ 34.31	895,409	D
Class A Common Stock	02/17/2011	S	500	D	\$ 34.45	894,909	D
Class A Common Stock	02/17/2011	S	400	D	\$ 34.52	894,509	D
Class A Common Stock	02/17/2011	S	600	D	\$ 34.53	893,909	D
Class A Common Stock	02/17/2011	S	100	D	\$ 34.69	893,809	D
Class A Common Stock	02/17/2011	S	600	D	\$ 34.7	893,209	D
Class A Common Stock	02/17/2011	S	300	D	\$ 34.73	892,909	D
Class A Common Stock	02/17/2011	S	2,006	D	\$ 35	890,903	D
Class A Common Stock	02/17/2011	S	400	D	\$ 34.75	890,503	D
Class A Common Stock	02/17/2011	S	1,430	D	\$ 35.01	889,073	D

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Class A Common Stock	02/17/2011	S	1,294	D	\$ 35.02	887,779	D	
Class A Common Stock	02/17/2011	S	900	D	\$ 35.03	886,879	D	
Class A Common Stock	02/17/2011	S	270	D	\$ 35.04	886,609	D	
Class A Common Stock	02/17/2011	S	700	D	\$ 35.06	885,909	D	
Class A Common Stock	02/17/2011	S	1,000	D	\$ 35.07	884,909	D	
Class A Common Stock	02/17/2011	S	1,600	D	\$ 35.08	883,309	D	
Class A Common Stock	02/17/2011	S	200	D	\$ 35.09	883,109	D	
Class A Common Stock						31,200	I	By Self As Custodian (4)
Class A Common Stock						87,204	I	By Spouse (5)
Class A Common Stock						278,204	I	By Swartz Trust (6)

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

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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 Underlying Security (Instr. 3 and 4)
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