

ZWIERS JAMES D  
Form 4  
July 21, 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 \*  
ZWIERS JAMES D

2. Issuer Name and Ticker or Trading Symbol  
WOLVERINE WORLD WIDE INC  
/DE/ [WWW]

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

(Last) (First) (Middle)  
9341 COURTLAND DRIVE NE  
  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
07/19/2011

\_\_\_\_ Director  
 Officer (give title below) Sr VP & President, Outdoor Grp  
\_\_\_\_ 10% Owner  
\_\_\_\_ Other (specify below)

ROCKFORD, MI 49351

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 Ownership (Instr. 4)
				(A) or (D) Code V Amount Price			
Common Stock	07/19/2011		F	D \$ 40.35	95,861	D	
Common Stock	07/19/2011		G	V 1,280 D \$ 0	94,581	D	
Common Stock	07/19/2011		M	228 A \$ 20.5	94,809	D	
Common Stock	07/19/2011		M	613 A \$ 10.51	95,422	D	
Common Stock	07/19/2011		M	1,688 A \$ 10.51	97,110	D	

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Common Stock      07/19/2011      M      199      A      \$ 10.51      97,309      D

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

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SEC 1474  
(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)	8. Amount or Number of Shares
Stock Option (Right to Buy) <sup>(1)</sup>	\$ 20.5	07/19/2011		M	228	12/14/2004 02/13/2012	Common Stock	228
Stock Option (Right to Buy) <sup>(1)</sup>	\$ 10.51	07/19/2011		M	613	02/12/2003 02/11/2013	Common Stock	613
Stock Option (Right to Buy) <sup>(1)</sup>	\$ 10.51	07/19/2011		M	1,688	02/12/2004 02/11/2013	Common Stock	1,688
Stock Option (Right to Buy) <sup>(1)</sup>	\$ 10.51	07/19/2011		M	199	02/12/2005 02/11/2013	Common Stock	199

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

ZWIERS JAMES D  
9341 COURTLAND DRIVE NE  
ROCKFORD, MI 49351

Sr VP &  
President,  
Outdoor Grp

## Signatures

/s/ Timothy E. Foley, by Power of  
Attorney

07/21/2011

\_\_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) The number of shares and the exercise price have been adjusted to reflect the Company's February 1, 2005 three-for-two stock split.

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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