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SHUFF ROL Form 4 March 21, 2 FORM Check th if no lon, subject to Section 5 Form 4 c Form 5 obligation may con See Instr 1(b).	012 A 4 UNITED unis box ger o STATEN Section 17(IENT O rsuant to S a) of the 1	Wa F CHAN Section 1 Public U	NGES IN SECUE	, D.C. 20 BENEF RITIES ne Securit ding Cor	549 ICIA ties E	LOWN Exchange	OMMISSION ERSHIP OF Act of 1934, 1935 or Section	OMB Number: Expires: Estimated a burden hou response		
SHUFF RONALD F Symbol				er Name an SERVE (0	5. Relationship of Reporting Person(s) to Issuer			
(Last) (First) (Middle) 3. [(Mo			3. Date o	of Earliest T Day/Year)	-	20]		(Check all applicable) Director 10% Owner _X Officer (give title Other (specify below) SVP and General Counsel			
				onth/Day/Year) Applicable _X_Form					or Joint/Group Filing(Check e) by One Reporting Person by More than One Reporting		
(City)	(State)	(Zip)	Tab	le I - Non-l	Derivative	Secur		ired, Disposed of,	or Beneficial	lv Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution any	ned 1 Date, if	3. Transactio Code (Instr. 8)	4. Securit oror Dispos (Instr. 3, 4	ies Ac ed of (4 and 3 (A) or	equired (A) (D)	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)	
Common Stock (\$1.25 par value per share)	03/20/2012			Code V F	Amount 4,883	(D) D	Price \$ 115.19	6,254	D		
Common Stock (\$1.25 par value per share)	03/20/2012			М	14,107	A	<u>(1)</u>	20,361	D		
Common Stock								30,123	Ι	Rabbi Trust	

(\$1.25 par value per share)

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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. Transactic Code (Instr. 8)			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
Performance Rights	(1)	03/20/2012		М		6,790	<u>(1)</u>	03/20/2012	Common Stock	6,790

Reporting Owners

Reporting Owner Name / Address		Relationships							
I B				Officer	Other				
SHUFF RONALD F 5215 N. O'CONNOR BLVI IRVING, TX 75039	D., SUITE 2300			SVP and General Counsel					
Signatures									
/s/ Ronald F. Shuff	03/21/2012								

<u>**</u>Signature of Reporting Person

Person

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

Date

- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Each performance right represented a contingent right to receive one share of the issuer's common stock at vesting. The performance rights vested at a rate of 200% (plus dividends accrued on the underlying shares) based on the issuer's average return on net assets ("RONA") during a three-year performance cycle beginning on January 1, 2009 and ending on December 31, 2011 in comparison to the

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average RONA of a predetermined peer group over the same performance cycle.

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.