

WOODFORD BRENT
Form 4
April 24, 2013

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 *
WOODFORD BRENT

(Last) (First) (Middle)
500 SOUTH BUENA VISTA STREET
(Street)

BURBANK, CA 91521

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
WALT DISNEY CO/ [DIS]

3. Date of Earliest Transaction
(Month/Day/Year)
04/22/2013

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

___ Director ___ 10% Owner
X Officer (give title below) ___ Other (specify below)
SVP, Planning and Control

6. Individual or Joint/Group Filing(Check Applicable Line)
X 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 Ownership (Instr. 4)
				(A) or (D)	Price		
Disney Common Stock	04/22/2013		M	2,000	A \$ 20.81	29,812.663	D
Disney Common Stock	04/22/2013		S	3,000 (1)	D \$ 61.75	26,812.663	D
Disney Common Stock	04/23/2013		M	4,000	A \$ 20.81	30,812.663	D
Disney Common	04/23/2013		S	2,000 (1)	D \$ 62.5	28,812.663	D

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Stock									
Disney Common Stock	04/23/2013	S	<u>2,000</u> (1)	D	\$ 62.37	26,812.663	D		
Disney Common Stock	04/24/2013	M	2,000	A	\$ 20.81	28,812.663	D		
Disney Common Stock	04/24/2013	S	<u>3,000</u> (1)	D	\$ 62.75	25,812.663	D		
Disney Common Stock						100	I		By Spouse in IRA
Disney Common Stock						259.397 <u>(2)</u>	I		By 401(k)

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 of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Stock Option (Right to Buy)	\$ 20.81	04/22/2013		M	2,000	<u>(3)</u> 01/14/2016	Disney Common Stock	2,000
Stock Option (Right to Buy)	\$ 20.81	04/23/2013		M	4,000	<u>(3)</u> 01/14/2016	Disney Common Stock	4,000

