## Edgar Filing: Hockaday Irvine O Jr - Form 4

Hockaday Ir Form 4										
February 20,									OMB AF	PROVAL
FORM 4 UNITED STATES SECURITIES AND EXCHANGE CO Washington, D.C. 20549					OMMISSION	OMB Number:	3235-0287			
Check this box if no longer subject to Section 16. Form 4 or				NGES IN BENEFICIAL OWN SECURITIES					Expires: January 3 200 Estimated average burden hours per response 0.	
Form 5 obligatio may cont <i>See</i> Instru 1(b).	ns Section 1	7(a) of the l	Public U		ding Cor	npan	y Act of	e Act of 1934, 1935 or Section 0	I	
(Print or Type I	Responses)									
Hockaday Irvine O Jr Symbol ESTEE INC [E			er Name and Ticker or Trading				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
			INC [E]	-						
(Last) (First) (Middle) 3. Date of (Month/E 2600 GRAND AVENUE, SUITE 02/19/2 450			-			X_Director10% Owner Officer (give titleOther (specify below) below)				
			endment, Date Original nth/Day/Year)			6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting				
KANSAS C	CITY, MO 6410	18						Person	ore than One Rej	porting
(City)	(State)	(Zip)	Tabl	le I - Non-D	Derivative	Secur	rities Acqu	uired, Disposed of,	or Beneficiall	y Owned
1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year)2A. Deemed Execution Date, if any (Month/Day/Year)						d of (D)	5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code V	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		
Class A Common Stock	02/19/2019			S	1,500	D	\$ 155.31	13,540	D	

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)

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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)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Secur	unt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owna Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

## **Reporting Owners**

Reporting Owner Name / Address					
	Director	10% Owner	Officer	Other	
Hockaday Irvine O Jr 2600 GRAND AVENUE, SUITE 450 KANSAS CITY, MO 64108	Х				
Signatures					
Irvine O. Hockaday, Jr., by Maureen S Attorney-in-fact		02/20/2019			
<u>**</u> Signature of Reporting Person	1			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).

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.