

SOKOLOFF JONATHAN D

Form 4

March 13, 2019

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
SOKOLOFF JONATHAN D

(Last) (First) (Middle)

11111 SANTA MONICA  
BOULEVARD, SUITE 2000

(Street)

LOS ANGELES, CA 90025

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
Shake Shack Inc. [SHAK]

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/11/2019

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☒ Director ☐ 10% Owner  
☐ Officer (give title below) ☐ Other (specify below)

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
☒ 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 Indirect Beneficial Ownership (Instr. 4) |                             |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|-----------------------------|
|                                 |                                      |                                                    | Code                           | V                                                                 | Amount (A) or (D)      | Price                                                                                         |                                                          |                                                       |                             |
| Class A Common Stock            | 03/11/2019                           |                                                    | S <sup>(1)</sup>               |                                                                   | 700 <sup>(2)</sup>     | D \$ <sup>(3)</sup> 53                                                                        | 1,212,389 <sup>(4)</sup>                                 | I                                                     | See footnote <sup>(5)</sup> |
| Class A Common Stock            | 03/12/2019                           |                                                    | S <sup>(1)</sup>               |                                                                   | 56,647 <sup>(6)</sup>  | D \$ <sup>(7)</sup> 53.03                                                                     | 1,155,742 <sup>(8)</sup>                                 | I                                                     | See footnote <sup>(5)</sup> |
| Class A Common Stock            | 03/13/2019                           |                                                    | S <sup>(1)</sup>               |                                                                   | 128,500 <sup>(9)</sup> | D \$ <sup>(10)</sup> 53.13                                                                    | 1,027,242 <sup>(11)</sup>                                | I                                                     | See footnote <sup>(5)</sup> |
| Class A Common                  |                                      |                                                    |                                |                                                                   |                        |                                                                                               | 1,032 <sup>(12)</sup>                                    | D                                                     |                             |

## Stock

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<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |                                        |
|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|--------------------|---------------------------------------------------------------------|----------------------------------------|
|                                                     |                                                                    |                                         |                                                             | Code                                 | V (A) (D)                                                                                                          | Date Exercisable                                               | Expiration<br>Date | Title                                                               | Amount<br>or<br>Number<br>of<br>Shares |
| Employee<br>Stock<br>Option<br>(right to<br>buy)    | \$ 34.62                                                           |                                         |                                                             |                                      |                                                                                                                    | 05/19/2017 <sup>(13)</sup>                                     | 05/19/2026         | Class A<br>Common<br>Stock                                          | 2,003                                  |
| Employee<br>Stock<br>Option<br>(right to<br>buy)    | \$ 21                                                              |                                         |                                                             |                                      |                                                                                                                    | 01/29/2016 <sup>(13)</sup>                                     | 01/29/2025         | Class A<br>Common<br>Stock                                          | 8,251                                  |
| Class B<br>Common<br>Stock                          | <sup>(15)</sup>                                                    |                                         |                                                             |                                      |                                                                                                                    | <sup>(15)</sup>                                                | <sup>(16)</sup>    | Class A<br>Common<br>Stock                                          | <sup>(15)</sup>                        |

## Reporting Owners

| Reporting Owner Name / Address                                                             | Relationships                    |
|--------------------------------------------------------------------------------------------|----------------------------------|
|                                                                                            | Director 10% Owner Officer Other |
| SOKOLOFF JONATHAN D<br>11111 SANTA MONICA BOULEVARD<br>SUITE 2000<br>LOS ANGELES, CA 90025 | X                                |

## Signatures

Andrew Goldberg,  
attorney-in-fact

03/13/2019

\_\_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 sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by Green Equity Investors VI, L.P. ("GEI VI"), Green Equity Investors Side VI, L.P. ("GEI Side VI"), and LGP Malted Coinvest LLC ("Malted").
- (2) Represents shares of Class A common stock, par value \$0.001 per share ("A-Common") sold by GEI VI, GEI Side VI, and Malted. Of the shares of A-Common sold, 419 were sold by GEI VI, 250 were sold by GEI Side VI, and 31 were sold by Malted. GEI VI's, GEI Side VI's, and Malted's A-Common, together with GEI VI's and Malted's B-Common and LLC Interests, are collectively referred to herein as the "Equity Interests."
- (3) This transaction was executed at the price of \$53.00.
- (4) Represents shares owned by GEI VI, GEI Side VI, and Malted. Of the shares of A-Common reported, 304,611 are owned by GEI VI, 885,547 are owned by GEI Side VI, and 22,231 are owned by Malted.
- (5) Mr. Sokoloff directly (whether through ownership or position), or indirectly through one or more intermediaries, may be deemed for purposes of Section 16 of the Securities Exchange Act of 1934, as amended, to be the indirect beneficial owner of the shares owned by GEI VI, GEI Side VI, and Malted. Mr. Sokoloff disclaims beneficial ownership of the shares owned by each of GEI VI, GEI Side VI, and Malted, except to the extent of his pecuniary interest in GEI VI and GEI Side VI, and this report shall not otherwise be deemed an admission that he is the beneficial owner of such securities for purposes of Section 16 or for any other purpose.
- (6) Represents shares of A-Common sold by GEI VI, GEI Side VI, and Malted. Of the shares of A-Common sold, 33,942 were sold by GEI VI, 20,228 were sold by GEI Side VI, and 2,477 were sold by Malted.
- (7) This transaction was executed in multiple trades at prices ranging from \$53.00 to \$53.11. The price reported reflects the weighted average sale price. Mr. Sokoloff hereby undertakes to provide upon request to the SEC staff, the Issuer, or a security holder of the Issuer, full information regarding the number of shares and prices at which the trades were effected.
- (8) Represents shares owned by GEI VI, GEI Side VI, and Malted. Of the shares of A-Common reported, 270,669 are owned by GEI VI, 865,319 are owned by GEI Side VI, and 19,754 are owned by Malted.
- (9) Represents shares of A-Common sold by GEI VI, GEI Side VI, and Malted. Of the shares of A-Common sold, 76,994 were sold by GEI VI, 45,886 were sold by GEI Side VI, and 5,620 were sold by Malted.
- (10) This transaction was executed in multiple trades at prices ranging from \$53.00 to \$53.37. The price reported reflects the weighted average sale price. Mr. Sokoloff hereby undertakes to provide upon request to the SEC staff, the Issuer, or a security holder of the Issuer, full information regarding the number of shares and prices at which the trades were effected.
- (11) Represents shares owned by GEI VI, GEI Side VI, and Malted. Of the shares of A-Common reported, 193,675 are owned by GEI VI, 819,433 are owned by GEI Side VI, and 14,134 are owned by Malted.
- (12) Represents shares of A-Common of the Issuer underlying restricted stock units awarded to the reporting person pursuant to the Issuer's 2015 Incentive Award Plan, as amended, and the Issuer's Non-Employee Director Compensation Policy on June 12, 2018 and June 12, 2017. The restricted stock units represent the right to receive shares of A-Common, subject to the reporting person's continued service with the Issuer. Of the 1,032 shares of A-Common reported, 642 are fully vested and 390 will vest on June 12, 2019.
- (13) These options are fully vested.
- (14) The options reported on this row were granted in respect of Mr. Sokoloff's service on the Issuer's board of directors and are held by Mr. Sokoloff for the benefit of Leonard Green & Partners, L.P. These options are fully vested.
- (15) Pursuant to the terms of the Amended and Restated Certificate of Incorporation of the Issuer, shares of B-Common can be paired with LLC Interests on a one-to-one basis and tendered to the Issuer in exchange for shares of A-Common (or cash, at the Issuer's election).
- (16) Not applicable.
- (17) Represents shares of B-Common owned by GEI VI and Malted. Of the shares of B-Common reported on this row, 1,181,199 are owned by GEI VI and 86,217 are owned by Malted.

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Mr. Sokoloff directly (whether through ownership or position), or indirectly through one or more intermediaries, may be deemed for purposes of Section 16 of the Securities Exchange Act of 1934, as amended, to be the indirect beneficial owner of the Equity Interests.

- (18)** Mr. Sokoloff disclaims beneficial ownership of the Equity Interests held by each of GEI VI, GEI Side VI, and Malted except to the extent of his pecuniary interest in GEI VI and GEI Side VI, and this report shall not otherwise be deemed an admission that he is the beneficial owner of such securities for purposes of Section 16 or for any other purpose.

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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