

BLOOM GEOFFREY B
Form 4
October 13, 2004

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

OMB
Number: 3235-0287
Expires: January 31,
2005
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(Print or Type Responses)

1. Name and Address of Reporting Person *
BLOOM GEOFFREY B

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)
10/11/2004

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

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

ROCKFORD, MI 49351

(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 Indirect Beneficial Ownership (Instr. 4)	
			Code	V	Amount	(A) or (D)	Price	
Common Stock	10/11/2004		M		2,628	A	\$ 13.219	238,586 D
Common Stock	10/11/2004		M		5,144	A	\$ 13.219	243,730 D
Common Stock	10/11/2004		M		40,000	A	\$ 9.688	283,730 D
Common Stock	10/11/2004		M		14,515	A	\$ 12.5833	298,245 D
Common Stock	10/11/2004		S		92,287	D	\$ 29	205,958 D

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Common Stock	10/12/2004	M	11,288	A	\$ 12.5833	217,246	D	
Common Stock	10/12/2004	M	3,271	A	\$ 24.344	220,517	D	
Common Stock	10/12/2004	M	18,071	A	\$ 24.344	238,588	D	
Common Stock	10/12/2004	M	12,428	A	\$ 24.344	251,016	D	
Common Stock	10/12/2004	S	45,058	D	\$ 28.7772	205,958	D	
Common Stock	10/12/2004	M	3,271	A	\$ 24.344	3,271	I	By trust
Common Stock	10/12/2004	M	18,071	A	\$ 24.344	21,342	I	By trust
Common Stock	10/12/2004	S	21,342	D	\$ 28.7772	0	I	By trust

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)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (Right to Buy)	\$ 13.219	10/11/2004		M		2,628		05/10/1999	02/28/2005	Common Stock	2,628
Stock Option (Right to Buy)	\$ 13.219	10/11/2004		M		5,144		05/10/1999	03/08/2005	Common Stock	5,144
	\$ 9.688	10/11/2004		M		1		03/03/2001	03/02/2009		1

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Stock Option (Right to Buy)								Common Stock	
Stock Option (Right to Buy)	\$ 9.688	10/11/2004	M	10,000	03/03/2002	03/02/2009	Common Stock	10,000	
Stock Option (Right to Buy)	\$ 9.688	10/11/2004	M	10,000	03/03/1999	03/02/2009	Common Stock	10,000	
Stock Option (Right to Buy)	\$ 9.688	10/11/2004	M	10,000	03/03/2000	03/02/2009	Common Stock	10,000	
Stock Option (Right to Buy)	\$ 9.688	10/11/2004	M	9,999	03/03/2001	03/02/2009	Common Stock	9,999	
Stock Option (Right to Buy) ⁽¹⁾	\$ 12.5833	10/11/2004	M	8,928	02/28/1999	02/27/2006	Common Stock	8,928	
Stock Option (Right to Buy) ⁽¹⁾	\$ 12.5833	10/11/2004	M	5,587	02/28/1998	02/27/2006	Common Stock	16,875	
Stock Option (Right to Buy) ⁽¹⁾	\$ 12.5833	10/12/2004	M	11,288	02/28/1998	02/27/2006	Common Stock	11,288	
Stock Option (Right to Buy)	\$ 24.344	10/12/2004	M	3,271	08/12/1997	02/28/2005	Common Stock	3,271	
Stock Option (Right to Buy)	\$ 24.344	10/12/2004	M	3,271	08/12/1997	02/28/2005	Common Stock	3,271	
Stock Option (Right to Buy)	\$ 24.344	10/12/2004	M	18,071	08/12/1997	03/08/2005	Common Stock	18,071	
	\$ 24.344	10/12/2004	M	18,071	08/12/1997	03/08/2005		18,071	

Stock
Option
(Right to
Buy)

Common
Stock

Stock
Option
(Right to
Buy)

\$ 24.344

10/12/2004

M

12,428

08/12/1997

02/27/2006

Common
Stock

12,428

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

BLOOM GEOFFREY B
9341 COURTLAND DRIVE NE X
ROCKFORD, MI 49351

Signatures

/s/ Jeffrey A. Ott, by power of
attorney

10/13/2004

__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) Share amounts and prices have been adjusted to reflect stock splits.

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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