FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

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Check this box if no longer subject to
Section 16. Form 4 or Form 5
obligations may continue. See
Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

	nd Address of SON BA	Reporting Person*	*			er Name and Ticke 5 SPORTIN				BGFV		(Chec	k all appli Directo	cable)		Owner (specify
	5 SPORTI	irst) NG GOODS CO GUNDO BLVD.	3. Date of Earliest Transaction (Month/Day/Year) 11/03/2016 4. If Amandment, Date of Original Filed (Month/Day/Year)								X Office (give title Street (specify below) below) Senior VP, CFO & Treasurer					
(Street)	UNDO C	A		4. If Amendment, Date of Original Filed (Month/Day/Year)							6. Indi Line) X	Form f	or Joint/Group Filing (Check Ap m filed by One Reporting Perso m filed by More than One Repo		rson	
(City) (State) (Zip)													Persor	1		
			le I - Noi			ecurities Acq		Dis					_		l	1
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 Disposed Of (D) (Instr. 3, 5)			or and	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)	Prid	ce	Transaction(s) (Instr. 3 and 4)			(11311.4)	
Common Stock, par value \$.01			11/03/2016			M		4,011	A	\$	4.82	27	,701	I	By The Emerson Family Trust Dated June 3, 2009	
Common Stock, par value \$.01				11/03/2016			S		4,011	D	\$1	7.25	23,690		I	By The Emerson Family Trust Dated June 3, 2009
Common Stock, par value \$.01				11/04/2016			S		5,000	D	\$1	7.65	18,690		I	By The Emerson Family Trust Dated June 3, 2009
Common Stock, par value \$.01				11/07/2016			S		5,000	D	\$1	8.05	13,690		I	By The Emerson Family Trust Dated June 3, 2009
		7				curities Acqu lls, warrants,							Owned			
Derivative Conversion Date Executio Security or Exercise (Month/Day/Year) if any		3A. Deeme	ed 4. Date, Transactio		5. Number 6	Date Exercisa piration Date lonth/Day/Year		able and	7. Title and Amount of Securities Underlying Derivative (Instr. 3 an	d f g Securind 4)	8 D S (I		9. Number derivative Securities Beneficiall Owned Following Reported Transactio (Instr. 4)	Owners Form: Ily Direct (I or Indire (I) (Instr	Beneficial Ownership ect (Instr. 4)	
				c	ode V		ate xercisab		xpiration ate	Title	Numb of Share					

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)	tion Date, Transaction Code (Instr.		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 Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option (right to buy)	\$4.82	11/03/2016		М			4,011	(1)	03/02/2019	Common Stock, par value \$,01	4,011	\$0	0	I	By The Emerson Family Trust Dated June 3, 2009

Explanation of Responses:

1. These options were granted on March 2, 2009, and vested in four equal installments, with the final vesting date being March 2, 2013.

Remarks:

GARY S. MEADE, ATTORNEY-IN-FACT

11/07/2016

** Signature of Reporting Person

Date

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

- * 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.

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 Number.