PROFIRE ENERGY INC

Form 4

January 25, 2017

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB

5. Relationship of Reporting Person(s) to

Issuer

3235-0287 Number: January 31, Expires: 2005

OMB APPROVAL

Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5

obligations

may continue.

See Instruction

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

2. Issuer Name and Ticker or Trading

Symbol

1(b).

(Print or Type Responses)

Hatch Brenton W

1. Name and Address of Reporting Person *

			PROFIRE ENERGY INC [PFIE]					(Check all applicable)			
(Last) 321 SOUTH	3. Date of Earliest Transaction (Month/Day/Year) 01/23/2017					_X_ Director _X_ 10% Owner _X_ Officer (give title Other (specify below) Chief Executive Officer					
(Street) 4. If Amendment, Date Original Filed(Month/Day/Year) LINDON, UT 84042						6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person					
(City)	(State)	(Zip)	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned								ly Owned
1.Title of Security (Instr. 3)	2. Transaction D (Month/Day/Yea	ar) Execution	emed on Date, if Day/Year)	2d 3. 4. Securities Acquired Date, if Transaction(A) or Disposed of (D) Code (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)			
Common Stock	01/23/2017			S(1)	•	15,000	D	\$ 1.21	14,314,690	D	
Common Stock	01/23/2017			S(1)		10,000	D	\$ 1.21	14,304,690	D	
Common Stock	01/23/2017			S(1)		200	D	\$ 1.26	14,304,490	D	
Common Stock	01/24/2017			S <u>(1)</u>		14,490	D	\$ 1.25	14,290,000	D	
Common Stock	01/25/2017			S <u>(1)</u>		10,000	D	\$ 1.26	14,280,000	D	

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

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(9-02)

9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	isable and	7. Title	e and	8. Price of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transac	tionNumber	Expiration Da	ate	Amou	nt of	Derivative
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Under	lying	Security
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8) Derivative	e		Securi	ties	(Instr. 5)
	Derivative				Securities	1		(Instr.	3 and 4)	
	Security				Acquired					
					(A) or					
					Disposed					
					of (D)					
					(Instr. 3,					
					4, and 5)					
									A	
									Amount	
						Date	Expiration sable Date	or Title Number		
						Exercisable				
				G 1 1	7 (A) (B)			of		
				Code V	V (A) (D)				Shares	

Reporting Owners

Reporting Owner Name / Address	Relationships
Nebul tille Owliet Name / Address	

Director 10% Owner Officer Other

Hatch Brenton W

321 SOUTH 1250 WEST X X Chief Executive Officer

LINDON, UT 84042

Signatures

/s/Todd Fugal, attorney-in-fact for Brenton W.
Hatch 01/25/2017

**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 the reporting person on November 18, 2016

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.

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