Lumber Liquidators Holdings, Inc.

Form 4 July 30, 2013

FORM 4

OMB APPROVAL

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

OMB Number: 3235-0287 January 31,

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

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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

SECURITIES

response...

5. Relationship of Reporting Person(s) to

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person *

| SCHLEGEL WILLIAM K | | | Symbol | | | | | Issuer | | | |
|--|---|--|--|--|---|-------|----------------------|--|--|---|--|
| | | | Lumber Liquidators Holdings, Inc. [LL] | | | | | (Check all applicable) | | | |
| (Last) (First) (Middle) 3000 JOHN DEERE ROAD | | | 3. Date of Earliest Transaction (Month/Day/Year) | | | | | Director 10% Owner X_ Officer (give title Other (specify below) | | | |
| | | | 07/29/2013 | | | | | Chief Merchandising Officer | | | |
| (Street) | | | 4. If Amendment, Date Original Filed(Month/Day/Year) | | | | | 6. Individual or Joint/Group Filing(Check | | | |
| | Applicable Line) _X_ Form filed by One Reporting Person | | | | | | | | | | |
| TOANO, V | /A 23168 | | | | | | | Form filed by Mo Person | ore than One Rep | porting | |
| (City) | (State) | (Zip) | Tab | le I - Non- | Derivative | Secui | rities Acqu | ired, Disposed of, | or Beneficiall | y Owned | |
| 1.Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deem Execution any (Month/D | Date, if | 3. Transactic Code (Instr. 8) | 4. Securities Acquired (A) oner Disposed of (D) (Instr. 3, 4 and 5) (A) or | | | 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) | |
| Common Stock | 07/29/2013 | | | M | Amount 11,857 | (D) | Price \$ 24.25 | 15,546 | D | | |
| Common Stock | 07/29/2013 | | | M | 3,734 | A | \$ 24.35 | 19,280 | D | | |
| Common Stock | 07/29/2013 | | | S | 15,591 | D | \$ 93.3521 (3) | 3,689 | D | | |

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

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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)

| 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. 5. Number of TransactionDerivative Code Securities (Instr. 8) 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 purchase) | \$ 24.25 | 07/29/2013 | | M | 11,857 | <u>(1)</u> | 03/14/2021 | Common Stock | 11,857 |
| Stock Option (right to purchase) | \$ 24.35 | 07/29/2013 | | M | 3,734 | (2) | 03/22/2022 | Common Stock | 3,734 |

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

SCHLEGEL WILLIAM K 3000 JOHN DEERE ROAD TOANO, VA 23168

Chief Merchandising Officer

Signatures

/s/ E. Livingston B. Haskell, Power-of-Attorney

07/30/2013

**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 stock option vests in four equal annual installments beginning on March 14, 2012.
- (2) The stock option vests in four equal annual installments beginning on March 22, 2013.
- (3) Weighted average sale price for prices ranging from \$93.00 to \$93.81. 3 shares were sold at \$93.2425 per share; 10 shares were sold at \$93.81 per share; 31 shares were sold at \$93.20 per share; 100 shares were sold at each of the following prices: \$93.01, \$93.21, \$93.22, \$93.242, \$93.245, \$93.33, \$93.742, \$93.748 and \$93.75; 290 shares were sold at \$93.74; 300 shares were sold at \$93.25; 400 shares were sold at each of the following prices: \$93.23, \$93.24 and \$93.69; 591 shares were sold at \$93.6201; 2,000 shares were sold at \$93.70;

Reporting Owners 2

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2,600 shares were sold at \$93.2288; 3,000 shares were sold at \$93.67; and 4,666 shares were sold at \$93.00.

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