

DAKTRONICS INC /SD/
Form 4
August 28, 2013

FORM 4

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person *
MORGAN JAMES B

(Last) (First) (Middle)

201 DAKTRONICS DRIVE

(Street)

BROOKING, SD 57006

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
DAKTRONICS INC /SD/ [DAKT]

3. Date of Earliest Transaction
(Month/Day/Year)
08/28/2013

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)
CEO & President

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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	08/28/2013		M		5,167	A	\$ 8.85
Common Stock	08/28/2013		M		7,198	A	\$ 8.29
Common Stock	08/28/2013		M		14,833	A	\$ 8.85
Common Stock	08/28/2013		M		2,402	A	\$ 8.29
Common Stock	08/28/2013		M		4,800	A	\$ 8.65

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Common Stock	08/28/2013	M	2,400	A	\$ 8.65	1,397,226	D	
Common Stock						53,892	I	by 401k

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

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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 Security (Instr. 3 and 4)	Amount or Number of Shares
Incentive Stock Options	\$ 8.29	08/28/2013		M	2,402	<u>(1)</u> 12/03/2018	Common Stock	2,402
Incentive Stock Options	\$ 8.65	08/28/2013		M	2,400	<u>(2)</u> 12/02/2019	Common Stock	2,400
Incentive Stock Options	\$ 8.85	08/28/2013		M	14,833	<u>(3)</u> 11/19/2013	Common Stock	14,833
Non-Qualified Stock Option	\$ 8.29	08/28/2013		M	7,198	<u>(1)</u> 12/03/2018	Common Stock	7,198
Non-Qualified Stock Option	\$ 8.65	08/28/2013		M	4,800	<u>(2)</u> 12/02/2019	Common Stock	4,800
Non-Qualified Stock Option	\$ 8.85	08/28/2013		M	5,167	<u>(3)</u> 11/19/2013	Common Stock	5,167

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MORGAN JAMES B 201 DAKTRONICS DRIVE BROOKING, SD 57006	X		CEO & President	

Signatures

James B.
Morgan

08/28/2013

__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) Incentive Stock Options: 20% vested each year for a total of five years - vesting schedule: 12/04/2009; 12/04/2010; 12/04/2011; 12/04/2012; 12/04/2013
- (2) Incentive Stock Options: 20% vested each year for a total of five years - vesting schedule: 12/03/2010; 12/03/2011; 12/03/2012; 12/03/2013; 12/03/2014
- (3) Incentive Stock Options: 20% vested each year for a total of five years - vesting schedule: 11/20/2004; 11/20/2005; 11/20/2006; 11/20/2007; 11/20/2008

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.