

Artisan Partners Asset Management Inc.
 Form 4
 March 12, 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 *
COXE TENCH

2. Issuer Name and Ticker or Trading Symbol
Artisan Partners Asset Management Inc. [APAM]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
03/12/2013

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

C/O ARTISAN PARTNERS ASSET MANAGEMENT, 875 EAST WISCONSIN AVENUE, SUITE 800

(Street)

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

MILWAUKEE, WI 53202

(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)
				(A) or (D)	Price		
Class A Common Stock, par value \$0.01 per share	03/12/2013		A	3,334	A \$ 0 3,334	D	<u>(1)</u>
Class C Common Stock, par value	03/12/2013		A	54,273	A \$ 0 54,273	I	By trust <u>(3)</u>

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\$0.01 per share ⁽²⁾

Class C Common Stock, par value \$0.01 per share ⁽²⁾

03/12/2013

A 720,239 A \$ 0 720,239 I

By limited partnership ⁽⁴⁾

Class C Common Stock, par value \$0.01 per share ⁽²⁾

03/12/2013

A 718,699 A \$ 0 718,699 I

By limited partnership ⁽⁵⁾

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

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 control number.

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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 Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Class A Common Units of Artisan Partners Holdings LP	<u>(6)</u>	03/12/2013		A ⁽⁶⁾	54,273	<u>(6)</u> <u>(6)</u>	Class A Common Stock, par value \$0.01 per share	54,273
Class A Common Units of Artisan Partners Holdings LP	<u>(6)</u>	03/12/2013		A ⁽⁶⁾	720,239	<u>(6)</u> <u>(6)</u>	Class A Common Stock, par value \$0.01 per share	720,239
	<u>(6)</u>	03/12/2013		A ⁽⁶⁾	718,699	<u>(6)</u> <u>(6)</u>		718,699

