GOODMAN BRUCE J Form 144 November 09, 2011

	UNITED STATES					OMI	OMB APPROVAL	
	SECURITIES AND EXCHANGE COMMISSION					OMB		
Washington, D.C. 20549					Number:	3235-0101		
		FORM 144				Expires:	February 28,	
						2014		
	NOTICE OF PH	ROPOSED SALE	OF SECURIT	TES		Estimated	average burden	
PUR	SUANT TO RULE 14	44 UNDER THE	SECURITIES	ECURITIES ACT OF 1933			hours per	
						response.	1.00	
ATTENTIO	N: Transmit for file	ing 3 copies of th	is form concurr	rently wit	th either	-	C USE ONLY	
placing an or	der with a broker to e	xecute sale or		-		DOCUM	ENT SEQUENCE	
executing a s	ale directly with a ma	rket maker.				NO.		
C	·					CUSIP N	UMBER	
1 (a) NAM	E OF ISSUER (Please	e type or print)	(b)	IRS IDE	NT.(c) S	.E.CWORK L	OCATION	
Human			NO.		FILE			
				61-06475	538 NO.			
					1-	5975		
1 (d) ADDI	RESS OF ISSUER					(e) TELE	PHONE	
	S	FREET	CITY			AREA	NUMBER	
	STATE	ZIP CODE	Ξ			CODE	580-1000	
						502		
500 W	est Main							
Street			Louis	ville		KY	40202	
2 (a) NAMI	E OF PERSON FOR	WHOSE	(b) REL	ATIQNS	ANDERES	S STREET		
ACCOUNT	THE SECURITIES A	RE TO	ТО		CITY		ZIP CODE	
BE SOLD			ISSU	ER				
Bruce J.	. Goodman		Senior V	ice 500	W. Main			
			President	t Stre	et	Louisville	KY 40202	
INSTRUC	TION: The person fi	ling this notice sl	nould contact th	ne issuer	to obtain t	the I.R.S. iden	tification Number	
	-	-	e S.E.C. File N					
3 (a)	(b)	SEC USE ONLY	(c)	(d)	(e) (i	f)	(g)	
Title of the			Number of A	Aggregat	eNumber A	Approximate I	Date of Name of	
Class of	Name and Address	Broker-Dealer	Shares	Market		Sale	Each	
Securities	of Each Broker	File Number	or Other Units	Value	Shares	(See Instr. 3	B(f)) Securities	
To Be Sold	Through Whom the		To Be Sold	(See	or Other	(MO. DAY	YR.) Exchange	
	Securities Are To		(See Instr. 3	Instr.	Units		(See instr. 3	
	Be Offered or Each		(c))	3(d) O	utstanding	3	g))	
	Market Maker who				(See			
	is Acquiring the				Instr.			
	Securities				3(e))			
Common	Fidelity		6,000	\$519,54		November 9,	2011 NYSE	
	Investments			based	as of			
	3805 Edwards			on	10/31/11			
	Road, Ste. 110			FMV				
	Cincinnati, OH			on				
	45209			11/08/11				
				of				

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\$86.59

INSTRUCTIONS:

1. (a) Name of Issuer

- 3. (a) Title of the class of securities to be sold
 - (b) Name and Address of each broker through whom the securities are intended
- (b) Issuer's I.R.S. Identification Number (c) Number of shares or other units to be sold (if debt securities, give the aggreg
- (c) Issuer's S.E.C. file number, if any (d) Aggregate market value of the securities to be sold as of a specified date with
 - (d) Issuer's address, including zip code (e) Number of shares or other units of the class outstanding, or if debt securities
 - (e) Issuer's telephone number, including area doubte most recent report or statement published by the issuer
 - (f) Approximate date on which the securities are to be sold
 - (g) Name of each securities exchange, if any, on which the securities are intende
- 2. (a) Name of person for whose account the securities are to be sold
 - (b) Such person's relationship to the issuer (e.g., officer, director, 10% stockholder, or member of immediate family of any of the foregoing)
 - (c) Such person's address, including zip

code

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 control number.

SEC 1147 (08-07)

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TABLE I - SECURITIES TO BE SOLD							
Furnish the following information with respect to the acquisition of the securities to be sold							
and wit	th respect to the	he payment of all or any p	part of the purchase price	e or other cor	nsideration th	nerefor.	
Title of	Date you	Nature of Acquisition	Name of the Person	Amount of	Date of	Nature of	
the Class	Acquired	Transaction	from Whom Acquired	Securities	Payment	Payment	
			(if gift, also give date donor acquired	Acquired			
Common	6/25/08	Stock Option Exercise	Issuer	6,000	6/25/08	Cash	
INSTRUCTIO	paymen the time or in a conside consiste or if pa describe the note	ecurities were purchase t therefor was not made e of purchase, explain in note thereto the natu ration given. If the com- ed of any note or other o yment was made in ins e the arrangement and s or other obligation was or	in cash at in the table re of the sideration bligation, tallments tate when lischarged				

TABLE II - SECURITIES SOLD DURING THE PAST 3 MONTHS (1)

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

Name and Address of Seller	Title of Securities	Amount of				
	Sold	Date of Sale	Securities Sold	Gross Proceeds		
Bruce J. Goodman	Common	11/7/2011	33,701	\$2,935,217.59		
500 West Main	Common	11/8/2011	19,003	\$1,652,690.91		
Louisville, KY 40202	Common	Pending	71,906			
REMARKS: Fidelity sold 28,701 and Goldman Sachs & Co. sold 5,000 shares on 11/7/2011. Fidelity sold 19,003						
shares on 11/8/2011 and Fidelity will sell the pending 71,906 shares.						

INSTRUCTIONS:

ATTENTION:

See the definition of "person" in paragraph (a) of RuleThe person for whose account the securities to which this 144. Information is to be given not only as to thenotice relates are to be sold hereby represents by signing this person for whose account the securities are to be soldnotice that he does not know any material adverse but also as to all other persons included in that information in regard to the current and prospective definition. In addition, information shall be given as tooperations of the issuer of the securities to be sold which has sales by all persons whose sales are required by not been publicly disclosed. If each person has adopted a paragraph (e) of Rule 144 to be aggregated with saleswritten trading plan or given trading instructions to satisfy for the account of the person filing this notice. Rule 10b5-1 under the Exchange Act, by signing the form and

Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

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Goodman

November 9,

/s/ Bruce J.

(SIGNATURE)

DATE OF PLAN OR GIVING OF INSTRUCTION, IF RELYING ON RULE 10B5-1

DATE OF NOTICE

2011

This notice shall be signed by the person for whose account the securities are to be sold. At least one copy of the notice shall be manually signed.

Any copies not manually signed shall bear typed or printed signatures.

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)

SEC 1147 (02-08)