

NEWELL KEVIN L
Form 3
February 09, 2011

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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)

| | | | | | |
|---|---|--|--|---|--|
| <p>1. Name and Address of Reporting Person *</p> <p>Â NEWELL KEVIN L</p> <p>(Last) (First) (Middle)</p> <p>MCDONALD'S CORPORATION,Â 2915 JORIE BOULEVARD</p> <p>(Street)</p> <p>OAK BROOK,Â ILÂ 60523</p> <p>(City) (State) (Zip)</p> | <p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>02/01/2011</p> | <p>3. Issuer Name and Ticker or Trading Symbol</p> <p>MCDONALDS CORP [MCD]</p> | <p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner</p> <p><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other</p> <p>(give title below) (specify below)</p> <p>Corp Exec VP, Brand Officer</p> | <p>5. If Amendment, Date Original Filed(Month/Day/Year)</p> | <p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person</p> <p><input type="checkbox"/> Form filed by More than One Reporting Person</p> |
|---|---|--|--|---|--|

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|------------------------------------|--|---|--|
| Common Stock | 68 | D | Â |
| Common Stock | 397.41 | I | Profit Sharing Plan |

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

SEC 1473 (7-02)

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

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security | 4. Conversion or Exercise | 5. Ownership Form of | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---|---|--|---------------------------|----------------------|--|
|---|---|--|---------------------------|----------------------|--|

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| | Date Exercisable | Expiration Date | (Instr. 4) Title | Amount or Number of Shares | Price of Derivative Security | Derivative Security: Direct (D) or Indirect (I) (Instr. 5) | |
|------------------------|------------------|-----------------|---------------------|----------------------------|------------------------------|---|----------------------------|
| Options (Right to Buy) | Â (1) | 09/28/2015 | Common Stock | 2,536 | \$ 33.1 | D | Â |
| Options (Right to Buy) | Â (1) | 02/14/2016 | Common Stock | 4,040 | \$ 36.37 | D | Â |
| Options (Right to Buy) | Â (1) | 02/14/2017 | Common Stock | 6,996 | \$ 45.02 | D | Â |
| Options (Right to Buy) | Â (1) | 02/13/2018 | Common Stock | 8,713 | \$ 56.64 | D | Â |
| Options (Right to Buy) | Â (1) | 02/11/2019 | Common Stock | 8,829 | \$ 57.08 | D | Â |
| Options (Right to Buy) | Â (1) | 02/10/2020 | Common Stock | 9,958 | \$ 63.25 | D | Â |
| Restricted Stock Units | 02/13/2011 | 02/13/2011 | Common Stock | 1,245 | \$ (2) | D | Â |
| Restricted Stock Units | 02/11/2012 | 02/11/2012 | Common Stock | 1,262 | \$ (2) | D | Â |
| Restricted Stock Units | 02/10/2013 | 02/10/2013 | Common Stock | 1,423 | \$ (2) | D | Â |
| Phantom Stock | Â (3) | Â (3) | Common Stock | 1,076.88 | \$ (4) | I | Non-Qualified Benefit Plan |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|-------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| NEWELL KEVIN L MCDONALD'S CORPORATION 2915 JORIE BOULEVARD OAK BROOK, IL 60523 | Â | Â | Â Corp Exec VP, Brand Officer | Â |

Signatures

/s/ Kevin L.
Newell

02/04/2011

**Signature of
Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(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) Options become exercisable in 25% increments on the first, second, third and fourth anniversary dates of the grant.

Each restricted stock unit (RSU) represents a right to acquire one share of McDonald's Corporation common stock. Upon vesting, payout under the RSUs will be in the form of shares or, at the discretion of the Compensation Committee of the Board of Directors, the cash value thereof. No dividend, voting or other shareholder rights attach to the RSUs until they vest and only if the payout upon vesting is in shares of common stock.

(3) Shares of phantom stock are payable in cash following the reporting person's separation from service with McDonald's.

(4) Each share of phantom stock represents a right to receive the cash value of one share of McDonald's Corporation common stock.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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