

HOFFMANN DAVID L  
Form 3  
July 03, 2012

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

OMB APPROVAL

OMB Number: 3235-0104  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

**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)

1. Name and Address of Reporting Person \*

HOFFMANN DAVID L  
(Last) (First) (Middle)

MCDONALD'S APMEA, 1  
KIM SENG PROMENADE

(Street)

SINGAPORE, U0 237995

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)  
07/01/2012

3. Issuer Name and Ticker or Trading Symbol  
MCDONALDS CORP [MCD]

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
\_X\_ Officer \_\_\_ Other  
(give title below) (specify below)  
President, McDonald's APMEA

5. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

**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

6,211.91

I

Profit Sharing Plan

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

SEC 1473 (7-02)

**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.**

**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 (Instr. 4)  
Title

4. Conversion or Exercise Price of Derivative Security

5. Ownership Form of Derivative Security: Direct (D)

6. Nature of Indirect Beneficial Ownership (Instr. 5)

Edgar Filing: HOFFMANN DAVID L - Form 3

	Date Exercisable	Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Options (Right to Buy)	Â (1)	02/16/2015	Common Stock	1,771	\$ 32.6	D	Â
Options (Right to Buy)	Â (1)	02/14/2016	Common Stock	4,906	\$ 36.37	D	Â
Options (Right to Buy)	Â (1)	02/14/2017	Common Stock	5,247	\$ 45.02	D	Â
Options (Right to Buy)	Â (1)	02/13/2018	Common Stock	5,562	\$ 56.64	D	Â
Options (Right to Buy)	Â (1)	02/11/2019	Common Stock	7,357	\$ 57.08	D	Â
Options (Right to Buy)	Â (1)	02/10/2020	Common Stock	9,128	\$ 63.25	D	Â
Options (Right to Buy)	Â (1)	02/09/2021	Common Stock	8,298	\$ 75.93	D	Â
Options (Right to Buy)	Â (1)	02/08/2022	Common Stock	17,492	\$ 100.05	D	Â
Restricted Stock Units	02/10/2013	02/10/2013	Common Stock	1,305	\$ (2)	D	Â
Restricted Stock Units	02/09/2014	02/09/2014	Common Stock	1,186	\$ (2)	D	Â
Restricted Stock Units	02/08/2015	02/08/2015	Common Stock	1,500	\$ (2)	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HOFFMANN DAVID L MCDONALD'S APMEA 1 KIM SENG PROMENADE SINGAPORE,Â U0Â 237995	Â	Â	Â President, McDonald's APMEA	Â

## Signatures

David L.  
Hoffmann

07/03/2012

\*\*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

(2) 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.

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.