#### FORM 4

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

OIVIB APPR	OVAL
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hours per response	0

longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

(Print or Type Responses)

#### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name ar Gioja Mi		f Reporting Person*				lame <b>and</b> X INC			rading	Symbol			5. Re	elationship		g Person(s) to all applicabl			
911 PAN		TRAIL SOUTH	(Middle)	3. Date 07/11		arliest Tr 2	ansac	ction (N	Month/	Day/Yea	r)		_X_	Officer (give			er (specify belo	ow)	
ROCHES	STER, NY	(Street) 14625		4. If At	nend	ment, Da	ite Or	riginal I	Filed(N	/Ionth/Day/	Year)		_X_ F	orm filed by O	ne Reporting P	Filing(Check a erson eporting Person	Applicable Lir	ie)	
(Cit	y)	(State)	(Zip)				Tabl	e I - No	on-De	rivative	Securiti	es Acqu	ired,	Disposed o	f, or Benef	icially Owne	d		
1.Title of S (Instr. 3)	Security		2. Transaction Date (Month/Day/Yea	r) any	ution	ned Date, if ay/Year)	Cod	ransact e tr. 8)	tion	4. Securi (A) or D (Instr. 3,	isposed o	of (D)	Own Tran		ecurities Berng Reported		6. Ownership Form: Direct (D) or Indirect	of In Bene Own	ature adirect eficial nership
							C	ode	V	Amount	(A) or (D)	Price					(I) (Instr. 4)	(IIISt	1.4)
Common	Stock		07/11/2012					A		4,780 (1)	A	\$ 0	17,8	387			D		
Common	Stock		07/11/2012					A		9,011 (2)	A	\$ 0	26,8	398			D		
	I			(e.g., ]		Securiti	rran	quired ts, opti	n this curr d, Disp ions, c	form a ently va posed of, onvertib	re not re lid OMI or Bene le secur	equired B contr eficially ities)	d to r ol nu Own	espond u ımber. ed	nless the t	on containe form displa	ys		(9-02)
1. Title of Derivative Security (Instr. 3)	Conversion	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	Code	3)	5. Numb of Deriv Securitie Acquired or Dispo of (D) (Instr. 3, and 5)	ative es d (A) osed	Expira	ation I	rcisable a Date v/Year)	and	7. Title of Unc Securi (Instr.	derlyii ties	ŭ	8. Price of Derivative Security (Instr. 5)	Securities Beneficially Owned Following Reported Transaction	Owners Form of Derivat Securit Direct or India (s) (I)	ship of Edive (CD) rect	1. Nature of Indirec Beneficia Ownershi Instr. 4)
				Code	V	(A)	(D)	Date Exerc	isable	Expir Date	ation	Title		Amount or Number of Shares		(Instr. 4)	(Instr. 4	1)	
Stock Option	\$ 31.65	07/11/2012		A		58,901		07/1	1/201	.3 07/1	0/2022	Com		58,901	\$ 31.65	58,901	D		
Stock Option	\$ 26.77							11/10	0/200	09 11/0	9/2018	Com		12,000		12,000	D		
Stock Option	\$ 24.21							07/09	9/201	07/0	8/2019	Com		23,519		23,519	D		
Stock Option	\$ 26.02							07/0	7/201	. 1 07/0	6/2020	Com		17,872		17,872	D		
Stock Option	\$ 31.34							07/00	6/201	2 07/0	5/2021	Comi		44,381		44,381	D		
Stock Option	\$ 31.63							07/0	7/201	.4 07/0	6/2021	Com		250,000		250,000	D		

## **Reporting Owners**

		Re	lationships	
Reporting Owner Name / Address	Director	10% Owner	Officer	Other
Gioja Michael E 911 PANORAMA TRAIL SOUTH ROCHESTER, NY 14625			Sr. Vice President	

## **Signatures**

Stephanie L. Schaeffer, Attorney-in-fact	07/13/2012
**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) Award of restricted stock, subject to vesting, pursuant to the Amended and Restated 2002 Stock Incentive Plan.
- (2) Award of restricted stock, subject to vesting, pursuant to performance award under the Amended and Restated 2002 Stock Incentive Plan.

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.