FORM 4

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

OMB APP	ROVAL
OMB Number:	3235-0287
Estimated average	e burden
ours per respons	e 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See

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

•	ction 1(b).				Inve	stm	ent C	omp	any Act	t of 1	940						
	pe Response	es) of Reporting Person	on *	2.	Issuer N	Jam	e and	Ticke	er or Trac	ding S	ymbol	5.	Relations	ship of Repo	orting Person(s) to Issuer	
	JEFFRY D								ATRO]				X Director		ck all applica	ble) % Owner	
130 COM	t) MMERCE V	(First) WAY	(Middle)		ate of E 12/201		est Tra	nsact	tion (Mo	nth/Da	y/Year)	_		give title below		ther (specify below	v)
		(Street)		4. If	Amend	lmei	nt, Dat	e Ori	ginal File	ed(Mon	th/Day/Year)		_Form filed	by One Report	ing Person	heck Applicable L	ine)
	URORA, N												_ Form filed	by More than C	One Reporting Pers	son	
(City	y)	(State)	(Zip)				Table	I - N	on-Deri	vative	Securities A	cquire	d, Dispos	sed of, or B	eneficially O	wned	
1.Title of S (Instr. 3)	Security		2. Transaction Date (Month/Day/Year)	Exe any	Deeme cution I	Date	, if Co			(A) or (D)	curities Acquir r Disposed of . 3, 4 and 5)	Be Re	eneficially	Owned For ransaction(s	llowing (Ownership of Born: Born: Direct (D) O	Nature Indirect eneficial wnership nstr. 4)
								Code	e V	Amou	(A) or Int (D) Pr	rice				(I) (Instr. 4)	iisii. 4)
Reminder:	Report on a	separate line for e	each class of securi	ties b	eneficia	ally	owned	l dire	ctly or in	direct	ly.				•	•	
	•	•							Perso	ons w ained	ho respond in this form isplays a cu	are n	ot requi	red to res	pond unless		74 (9-02)
									ired, Dis	sposed	of, or Benefi	cially	-				
Security	Conversion	3. Transaction Date (Month/Day/Yea	3A. Deemed Execution Date any (Month/Day/Ye	e, if	Code			rative rities ired rosed)	Expirat	ion Da		Amor Unde Secur	cle and unt of orlying rities : 3 and 4)		9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 4)	Ownership Form of Derivative Security: Direct (D) or Indirect	11. Nature of Indirec Beneficial Ownershij (Instr. 4)
					Code	v	(A)	(D)	Date Exercise	able	Expiration Date	Title	Amount or Number of Shares				
Option	\$ 28.5								09/07/	2017	03/07/2027	\$.01 PV Com Stk	4,000		4,000	D	
Option	\$ 28.5	10/12/2018			J(1)		600		09/07/	2017	03/07/2027	\$.01 PV Cl B Stk	600	\$ 0	600	D	
Option	\$ 34.04								03/02/2	2019	03/02/2028	\$.01 PV	4,000		4,000	D	

Com Stk \$.01 PV Cl B

Stk

600

\$ 0

600

D

03/02/2019 03/02/2028

Reporting Owners

\$ 34.04

D		Relationsh	ips	
Reporting Owner Name / Address	Director	10% Owner	Officer	Other
FRISBY JEFFRY D				
130 COMMERCE WAY	X			
EAST AURORA, NY 14052				

10/12/2018

Signatures

Option

/s/Julie Davis as Power of Attorney for Jeffry D. Frisby	10/16/2018
**Signature of Reporting Person	Date

<u>J(1)</u>

600

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) Shares issued pursuant to a three-for-twenty distribution of Class B stock to holders of both Common and Class B stock on the record date of October 12, 2018.

 $Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, \textit{see} \ Instruction \ 6 \ for procedure.$

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.