

PULIDO MARK  
Form 4  
October 07, 2011

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN 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 \*  
**PULIDO MARK**

(Last) (First) (Middle)

P.O. BOX 1334

(Street)

RANCHO SANTA FE, CA 92067

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**QUIDEL CORP /DE/ [QDEL]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**10/05/2011**

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

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

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount  | Price  |   |
| Common Stock <sup>(1)</sup>     | 10/05/2011                           |  | M                              |   | 8,600   | A \$ 5.08  | 23,530 D  |
| Common Stock <sup>(1)</sup>     | 10/05/2011                           |  | S                              |   | 8,600   | D \$ 17.0176 <sup>(2)</sup>                              | 14,930 D  |
| Common Stock <sup>(1)</sup>     | 10/06/2011                           |  | M                              |   | 17,000  | A \$ 5.08  | 31,930 D  |
| Common Stock <sup>(1)</sup>     | 10/06/2011                           |  | S                              |   | 17,000  | D \$ 17.0266 <sup>(3)</sup>                              | 14,930 D  |
| Common                          | 10/07/2011                           |  | M                              |   | 10,670  | A \$ 5.08  | 25,600 D  |

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Stock <sup>(1)</sup>

|                      |            |  |   |        |   |            |        |   |
|----------------------|------------|--|---|--------|---|------------|--------|---|
|                      |            |  |   |        |   | \$         |        |   |
| Common               | 10/07/2011 |  | S | 10,670 | D | 17.0407    | 14,930 | D |
| Stock <sup>(1)</sup> |            |  |   |        |   | <u>(4)</u> |        |   |

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

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount<br>Underlying Security<br>(Instr. 3 and 4) | 8. Amount or<br>Number of<br>Shares of |                   |
|---|---|---|---|---|--|--|--|--|-------------------|
|   |   |   |   | Code                                    | V (A) (D)  | Date<br>Exercisable  | Expiration<br>Date   | Title                                  | or<br>Num<br>of S |
| Non-Qualified<br>Stock Options                      | \$ 5.08   | 10/05/2011                              |   | M                                       | 8,600  | 08/21/2003   | 08/21/2012   | Common<br>Stock                        | 8,                |
| Non-Qualified<br>Stock Options                      | \$ 5.08   | 10/06/2011                              |   | M                                       | 17,000   | 08/21/2006   | 08/21/2012   | Common<br>Stock                        | 17                |
| Non-Qualified<br>Stock Options                      | \$ 5.08   | 10/07/2011                              |   | M                                       | 10,670   | 08/21/2006   | 08/21/2012   | Common<br>Stock                        | 10                |

## Reporting Owners

| Reporting Owner Name / Address                            | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| PULIDO MARK<br>P.O. BOX 1334<br>RANCHO SANTA FE, CA 92067 |               | X         |         |       |

## Signatures

Robert J. Bujarski, attorney-in-fact for Mark Pulido  
10/07/2011

      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) All of the transactions reported in this Form 4 were effected pursuant to a pre-established Rule 10b5-1 trading plan.

The weighted average purchase price for these transactions was \$17.0176 per share, with a range of \$17.00 to \$17.11 per share. Upon

(2) request, the Reporting Person hereby undertakes to provide to staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder, the full information regarding the number of shares purchased at each separate price.

The weighted average purchase price for these transactions was \$17.0266 per share, with a range of \$17.00 to \$17.15 per share. Upon

(3) request, the Reporting Person hereby undertakes to provide to staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder, the full information regarding the number of shares purchased at each separate price.

The weighted average purchase price for these transactions was \$17.0407 per share, with a range of \$17.00 to \$17.1243 per share. Upon

(4) request, the Reporting Person hereby undertakes to provide to staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder, the full information regarding the number of shares purchased at each separate price.

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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