Form 5 January 22, 2									PPROVAL	
Check this no longer s	UNITED S	TATES SECUR Was	ITIES ANI hington, D.			GE CO	OMMISSION		3235-036 January 31	
to Section Form 4 or 5 obligatio may contir See Instruc	16. Form ANNU ns nue.	ENT OF CHANGES IN BENEFICIAL CRSHIP OF SECURITIES					Expired: 200 Estimated average burden hours per response 1.			
1(b). Form 3 Ho Reported Form 4 Transactio Reported	oldings Section 17(a	uant to Section 10) of the Public Ut 30(h) of the In	ility Holdin	g Compa	ny A	ct of	1935 or Sectio	n		
Shuma Douglas D Symbol TELE			er Name and Ticker or Trading ol EPHONE & DATA SYSTEMS 'DE/ [TDS]				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)	(First) (M	(Month/D	3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year) 12/31/2012			-	Director 10% Owner X Officer (give title Other (specify below) below)			
8401 GREE	NWAY BLVD.	12,31,2	512				Sr VP &	Corporate Cont	roller	
	(Street)		4. If Amendment, Date Original Filed(Month/Day/Year)				6. Individual or Joint/Group Reporting (check applicable line)			
MIDDLETC	DN, WI 53562					-	_X_ Form Filed by Form Filed by ∃ Person	One Reporting Po More than One R		
(City)	(State) (A	Zip) Tabl	e I - Non-Deri	vative Sec	uritie	s Acqu	ired, Disposed o	f, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date 2A. Deemed (Month/Day/Year) Execution Date, 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 at end	6. Ownership Form: Direct (D) or Indirect (I)	Indirect Beneficial Ownership	
				(A) or Amount (D) Pri		Price	of Issuer's Fiscal Year (Instr. 3 and 4)	(Instr. 4)	(Instr. 4)	
Common Shares	Â	Â	Â	Â	Â	Â	8,459.3	D	Â	

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

contained in this form are not required to respond unless the form displays a currently valid OMB control number.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

(9-02)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amo Underlying Secu (Instr. 3 and 4)	
					(A)	(D)	Date Exercisable	Expiration Date	Title	An or Nu of S
Option (Right to buy)	\$ 35.35	Â	Â	Â	Â	Â	(1)	08/26/2018	Common Shares	15
Option (Right to buy)	\$ 26.95	Â	Â	Â	Â	Â	(2)	05/20/2019	Common Shares	22
Option (Right to buy)	\$ 26.66	Â	Â	Â	Â	Â	(2)	05/25/2020	Common Shares	24
Option (Right to buy)	\$ 29.94	Â	Â	Â	Â	Â	(2)	05/13/2021	Common Shares	21
Option (Right to buy)	\$ 20.79	Â	Â	Â	Â	Â	(5)	05/15/2022	Common Shares	36
Restricted Stock Units	Â	Â	Â	Â	Â	Â	(4)	(4)	Common Shares	3
Restricted Stock Units	Â	Â	Â	Â	Â	Â	(6)	(6)	Common Shares	5
Deferred Compensation	Â	12/31/2012	Â	J <u>(3)</u>	112.8	Â	(3)	(<u>3)</u>	Common Shares	5,:

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Reporting Owners

Reporting Owner Name / Address	Relationships						
I G G G G G G G G G G G G G G G G G G G	Director	10% Owner	Officer	Other			
Shuma Douglas D 8401 GREENWAY BLVD. MIDDLETON, WI 53562	Â	Â	Sr VP & Corporate Controller	Â			
Signatures							
Julie D. Mathews, by power of atty		01/22/2013					
**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)

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Granted under the 2004 Long Term Incentive Plan. Options vest over a 3 year period with one-third of the number of shares becoming exercisable on Aug. 26, 2009, one-third becoming exercisable on Aug. 26, 2010 and one-third becoming exercisable on Aug. 26, 2011.

- (2) Granted under the 2004 Long Term Incentive Plan. Options vest over a 3 year period with one-third of the number of shares becoming exercisable on the first anniversary, one-third on the second annual anniversary and one-third on the third annual anniversary.
- (3) Reporting person deferred performance bonuses pursuant to the Long Term Incentive Plans. The employer match vests ratably over a 3 year period at 33%, 33% and 34%. At Dec. 31, 2012, a total of 5,377 were vested.
- (4) Restricted stock units granted under the 2004 Long Term Incentive Plan. Stock units will become vested on Dec. 2, 2013.
- (5) Granted under the 2011 Long Term Incentive Plan. Options vest over a 3 year period with one-third of the number of shares becoming exercisable on the first anniversary, one-third on the second annual anniversary and one-third on the third annual anniversary.
- (6) Restricted stock units granted under the 2011 Long Term Incentive Plan. Stock units will become vested on Dec. 1, 2014.

Note: File three copies of this Form, one of which must be manually signed. If space provided 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.