

SKINNER JAMES A
Form 4
October 26, 2010

FORM 4

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

OMB APPROVAL

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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 *
SKINNER JAMES A

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
MCDONALD'S CORPORATION, 2915 JORIE BOULEVARD

3. Date of Earliest Transaction (Month/Day/Year)
10/22/2010

Director 10% Owner
 Officer (give title below) Other (specify below)
Vice Chairman and CEO

(Street)
OAK BROOK, IL 60523

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

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

(City) (State) (Zip)

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. 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) |
|---------------------------------|--------------------------------------|--|--------------------|---|---|--|---|
| | | | | (A) or (D) Price | | | |
| Common Stock | 04/30/2010 | | G ⁽¹⁾ | V 2,926 D \$ 0 | 18,922 ⁽²⁾ | I | By GRAT |
| Common Stock | 04/30/2010 | | G ⁽¹⁾ | V 2,926 A \$ 0 | 2,926 | I | By Trust ⁽³⁾ |
| Common Stock | 10/22/2010 | | M | 235,000 A \$ 28.75 | 459,637 ⁽²⁾ | D | |
| Common Stock | 10/22/2010 | | S | 235,000 D \$ 78.4267 ⁽⁴⁾ | 224,637 ⁽²⁾ | D | |
| | | | | | 49,809.76 | I | |

Common
Stock

Profit
Sharing
Plan

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 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 Amount of Underlying Securities (Instr. 3 and 4) | | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------|----------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount of Number of Shares |
| Options (Right to Buy) | \$ 28.75 | 10/22/2010 | | M | 235,000 | <u>(5)</u> | 03/20/2012 | Common Stock | 235,000 |
| Phantom Stock | <u>(6)</u> | | | | | <u>(7)</u> | <u>(7)</u> | Common Stock | 38,334.8 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|-----------------------|-------|
| | Director | 10% Owner | Officer | Other |
| SKINNER JAMES A MCDONALD'S CORPORATION 2915 JORIE BOULEVARD OAK BROOK, IL 60523 | X | | Vice Chairman and CEO | |

Signatures

/s/ Christopher Weber,
Attorney-in-fact

10/26/2010

**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) Represents gift of shares to a trust for the benefit of the reporting person's daughter. The reporting person's spouse is a trustee of the trust.

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- (2) 10,330 shares that were previously reported as held in a grantor retained annuity trust are now held directly by the reporting person.
- (3) These shares are held in the trust referenced in footnote 1.

This transaction was executed in multiple trades at prices ranging from \$78.01 to \$78.70 per share. The price reported represents the

- (4) weighted average sales price of these trades. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer, or a security holder of the issuer, full information regarding the shares sold at each separate price.
- (5) Options become exercisable in 25% increments on the first, second, third and fourth anniversary dates of the grant.
- (6) Each share of phantom stock represents the right to receive the cash value of one share of McDonald's Corporation common stock.
- (7) Shares of phantom stock are payable in cash following the reporting person's separation from service with McDonald's.

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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