FORM	4
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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).

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

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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 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporti DAVIS D SCOTT				or Trading Symb RVICE INC [я —	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner			
(Last) (First) 55 GLENLAKE PARKW	3. Date of Ea 05/08/2013		sactio	on (Month/Day/Y	'ear)		X_Officer (give title below)Other (specify below) Chair.& Chief Exec. Offcr.			
(Street) ATLANTA, GA 30328	4. If Amendr	nent, Date	Origi	inal Filed(Month/Da	ay/Yea		6. Individual or Joint/Group Filing(Check Applicable Line) _X_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)	Date	2A. Deemed Execution Date, if any (Month/Day/Year)	Code	on	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		· · ·	5. Amount of Securities6.Beneficially OwnedOwnershipFollowing ReportedForm:Transaction(s)Direct (D)		Beneficial Ownership
			Code	v	Amount	(A) or (D)	Price			(Instr. 4)
Class A Common Stock	05/08/2013		S		25,848.0129	D	\$ 87.9265 (1)	283,577.5825	D	
Class A Common Stock								13,250	Ι	Spouse

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

Persons who respond to the collection of information

SEC 1474 (9-02)

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

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Own	ne
(

	(e.g., puts, cans, warrants, options, convertible securities)														
1. Title of	2.	3. Transaction	3A. Deemed	4.	5	5.		6. Date Exer	cisable	7. Tit	le and	8. Price of	9. Number of	10.	11. Nature
Derivative	Conversion	Date	Execution Date, if	Transactio	n N	Numb	er	and Expirati	on Date	Amo	unt of	Derivative	Derivative	Ownership	of Indirect
Security	or Exercise	(Month/Day/Year)	any	Code	0	of		(Month/Day	/Year)	Unde	rlying	Security	Securities	Form of	Beneficial
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Γ	Deriva	ative			Secur	rities	(Instr. 5)	Beneficially	Derivative	Ownership
	Derivative				S	Securi	ities			(Instr	. 3 and		Owned	Security:	(Instr. 4)
	Security				P	Acqui	red			4)			0	Direct (D)	
					`	A) or							1	or Indirect	
						Dispo							Transaction(s)	< / <	
						of (D)							(Instr. 4)	(Instr. 4)	
						Instr.	· · ·								
					4	l, and	5)								
											Amount				
								Data	Expiration		or				
								Date Exercisable		Title	Number				
								Exercisable	Date		of				
				Code V	V ((A)	(D)				Shares				

Reporting Owners

		Relationships							
Reporting	Owner Name / Address	Director	10% Owner	Officer	Other				
DAVIS D S 55 GLENLA ATLANTA	AKE PARKWAY, NE	Х		Chair.& Chief Exec. Offer.					

Signatures

Robert S. Shaw, Power of Attorney	05/08/2013
**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).
- The price shown is the weighted average price at which shares were sold in multiple sales transactions made pursuant to a single market order. The range of prices for the (1) transactions made was \$ 87.84 to \$ 88.02. Upon request by SEC staff, the issuer or a security holder of the issuer, the reporting person will provide full information regarding the number of shares sold 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.

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.