FORM	4
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(Print or Type Responses)

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 Reportin DAVIS D SCOTT				or Trading Sym RVICE INC		1	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director10% Owner				
(Last) (First) 55 GLENLAKE PARKWA	(Middle) AY, NE		3. Date of Earliest Transaction (Month/Day/Year) 02/18/2016					Officer (give title below)	Other (specify b	pelow)	
(Street) ATLANTA, GA 30328	4. If Amendm	ent, Date (Drigi	nal Filed(Month/I	Day/Ye		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 Acqu					ired, Disposed of, or Beneficially Owned			
1. Title of Security (Instr. 3)		2A. Deemed Execution Date, if any (Month/Day/Year)	Code	on	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		ed (A) or	Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) Direct (Beneficial Ownership	
			Code	v	Amount	(A) or (D)	Price		or Indirect (Instr. 4) (I) (Instr. 4)		
Class A Common Stock	02/18/2016		S		33,712.638	D	\$ 97.5657 <u>(1)</u>	265,558.9168	D		
Class A Common Stock								76,250.7795	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)

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

(<i>e.g.</i> , puts, calls, warrants, options, convertible securities)															
1. Title of	2.	3. Transaction	3A. Deemed	4.		5.		6. Date Exer	cisable	7. Tit	le and	8. Price of	9. Number of	10.	11. Nature
Derivative	e Conversion	Date	Execution Date, if	Transacti	on	Numl	ber	and Expirati	on Date	Amou	unt of	Derivative	Derivative	Ownership	of Indirect
Security	or Exercise	(Month/Day/Year)	any	Code		of		(Month/Day	/Year)	Unde	rlying	Security	Securities	Form of	Beneficial
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)		Deriv	ative			Secur	rities	(Instr. 5)	Beneficially	Derivative	Ownership
	Derivative					Secur	rities			(Instr	. 3 and		Owned	Security:	(Instr. 4)
	Security					Acqu	ired			4)			0	Direct (D)	
						(A) 0							1	or Indirect	
						Dispo							Transaction(s)	< / .	
						of (D	· · · · · · · · · · · · · · · · · · ·						(Instr. 4)	(Instr. 4)	
						(Instr	· · · ·								
						4, and	15)								
											Amount				
								Date	Expiration		or				
								Exercisable		Title	Number				
								Excicisable	Date		of				
				Code	V	(A)	(D)				Shares				

Reporting Owners

	Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
DAVIS D SCOTT 55 GLENLAKE PARKWAY, NE ATLANTA, GA 30328	Х							

Signatures

Stephen Knapp, Power of Attorney	02/19/2016
**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 \$97.26 to \$97.93. 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.