

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

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

(Print or Type Responses)

1. Name and Address of Reporting Person* <b>Morse Douglas H</b>			2. Issuer Name and Ticker or Trading Symbol <b>COLUMBIA SPORTSWEAR CO [COLM]</b>			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) <b>SVP, Emerging Brands</b>		
(Last) (First) (Middle) <b>C/O COLUMBIA SPORTSWEAR COMPANY, 14375 NW SCIENCE PARK DRIVE</b>			3. Date of Earliest Transaction (Month/Day/Year) <b>03/19/2021</b>					
(Street) <b>PORTLAND, OR 97229</b>			4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		
(City) (State) (Zip)			<b>Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned</b>					

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	(A) or (D)	Price				
Common Stock	03/19/2021		M		640	(1)	A	\$ 59.52	3,250	D	
Common Stock	03/19/2021		S		640	(1)	D	\$ 108	2,610	D	
Common Stock	03/19/2021		M		3,517	(1)	A	\$ 55.53	6,127	D	
Common Stock	03/19/2021		S		3,517	(1)	D	\$ 108	2,610	D	
Common Stock	03/19/2021		M		2,392	(1)	A	\$ 57.95	5,002	D	
Common Stock	03/19/2021		S		2,392	(1)	D	\$ 108	2,610	D	

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

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**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)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Employee Stock Option (right to buy)	\$ 59.52	03/19/2021		M		640	(1)	(2)	02/27/2026	Common Stock	640	\$ 0	0	D	
Employee Stock Option (right to buy)	\$ 55.53	03/19/2021		M		3,517	(1)	(3)	01/25/2027	Common Stock	3,517	\$ 0	0	D	

Employee Stock Option (right to buy)	\$ 57.95	03/19/2021		M			2,392 (1)	(4)	07/19/2027	Common Stock	2,392	\$ 0	797	D	
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Morse Douglas H C/O COLUMBIA SPORTSWEAR COMPANY 14375 NW SCIENCE PARK DRIVE PORTLAND, OR 97229			SVP, Emerging Brands	

## Signatures

Peter J. Bragdon, Attorney-in-Fact	03/23/2021
<small>Signature of Reporting Person</small>	<small>Date</small>

## 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) The reported transaction was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on 2/22/2021.
- (2) On 2/29/2016 the reporting person was granted 2,561 stock options. The option grant vested over 4 years with 25% becoming exercisable on each anniversary of the grant date.
- (3) On 1/26/2017 the reporting person was granted 3,517 stock options. The option grant vested over 4 years with 25% becoming exercisable on each anniversary of the grant date.
- (4) On 7/20/2017 the reporting person was granted 3,189 stock options. The option grant vests over 4 years with 25% becoming exercisable on each anniversary of the grant date.

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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