

FORM 3

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

OMB APPROVAL	
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INITIAL STATEMENT OF 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

(Print or Type Responses)

1. Name and Address of Reporting Person * Swanson Jim A		2. Date of Event Requiring Statement (Month/Day/Year) 07/01/2017	3. Issuer Name and Ticker or Trading Symbol COLUMBIA SPORTSWEAR CO [COLM]	
(Last) (First) (Middle) C/O COLUMBIA SPORTSWEAR COMPANY, 14375 NW SCIENCE PARK DRIVE	4. 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) SVP & CFO		5. If Amendment, Date Original Filed(Month/Day/Year)	
(Street) PORTLAND, OR 97229			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)	Table I - Non-Derivative Securities Beneficially Owned			

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)

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

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Employee Stock Option (right to buy)	02/28/2015 ⁽¹⁾	02/28/2024	Common Stock	494	\$ 41.545	D	
Employee Stock Option (right to buy)	02/27/2016 ⁽²⁾	02/26/2025	Common Stock	3,548	\$ 55.89	D	
Employee Stock Option (right to buy)	01/28/2017 ⁽³⁾	01/27/2026	Common Stock	3,651	\$ 53.35	D	
Employee Stock Option (right to buy)	01/26/2018 ⁽⁴⁾	01/25/2027	Common Stock	3,907	\$ 55.53	D	
Restricted Stock Units	03/01/2015 ⁽⁵⁾	⁽⁶⁾	Common Stock	110	\$ ⁽⁷⁾	D	
Restricted Stock Units	03/01/2016 ⁽⁸⁾	⁽⁶⁾	Common Stock	410	\$ ⁽⁷⁾	D	
Restricted Stock Units	02/01/2017 ⁽⁹⁾	⁽⁶⁾	Common Stock	666	\$ ⁽⁷⁾	D	
Restricted Stock Units	02/01/2018 ⁽¹⁰⁾	⁽⁶⁾	Common	949	\$ ⁽⁷⁾	D	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Swanson Jim A C/O COLUMBIA SPORTSWEAR COMPANY 14375 NW SCIENCE PARK DRIVE PORTLAND, OR 97229			SVP & CFO	

Signatures

Jim A. Swanson		07/07/2017
<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 5(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) On 2/28/14 the reporting person was granted 1,980 stock options. The option grant vests over 4 years with 25% becoming exercisable on each anniversary of the grant date.
- (2) On 2/27/15 the reporting person was granted 3,548 stock options. The option grant vests over 4 years with 25% becoming exercisable on each anniversary of the grant date.
- (3) On 1/28/16 the reporting person was granted 3,651 stock options. The option grant vests over 4 years with 25% becoming exercisable on each anniversary of the grant date.
- (4) On 1/26/17 the reporting person was granted 3,907 stock options. The option grant vests over 4 years with 25% becoming exercisable on each anniversary of the grant date.
- (5) On 2/28/14 the reporting person was granted 446 restricted stock units, 25% of the restricted stock units vest annually (a) on the first anniversary of the first day of the first full calendar month following the award date (the "Vest Date"), and (b) on each of the three subsequent anniversaries following the first anniversary of the Vest Date. Vested shares will be delivered to the reporting person on the designated vest dates. If a vesting date falls on a weekend or any other day on which the Nasdaq Stock Market ("NSM") or any national securities exchange on which the Common Stock then is principally traded (the "Exchange") is not open, affected RSUs shall vest on the next following NSM or Exchange business day, as the case may be.
- (6) N/A
- (7) Each restricted stock unit represents a right to receive one share of COLM common stock.
On 2/27/15 the reporting person was granted 822 restricted stock units, 25% of the restricted stock units vest annually (a) on the first anniversary of the first day of the first full calendar month following the award date (the "Vest Date"), and (b) on each of the three subsequent anniversaries following the first anniversary of the Vest Date. Vested shares will be delivered to the reporting person on the designated vest dates. If a vesting date falls on a weekend or any other day on which the Nasdaq Stock Market ("NSM") or any national securities exchange on which the Common Stock then is principally traded (the "Exchange") is not open, affected RSUs shall vest on the next following NSM or Exchange business day, as the case may be.
- (9) On 1/28/16 the reporting person was granted 888 restricted stock units, 25% of the restricted stock units vest annually (a) on the first anniversary of the first day of the first full calendar month following the award date (the "Vest Date"), and (b) on each of the three subsequent anniversaries following the first anniversary of the Vest Date. Vested shares will be delivered to the reporting person on the designated vest dates. If a vesting date falls on a weekend or any other day on which the Nasdaq Stock Market ("NSM") or any national securities exchange on which the Common Stock then is principally traded (the "Exchange") is not open, affected RSUs shall vest on the next following NSM or Exchange business day, as the case may be.
- (10) On 1/26/17 the reporting person was granted 949 restricted stock units, 25% of the restricted stock units vest annually (a) on the first anniversary of the first day of the first full calendar month following the award date (the "Vest Date"), and (b) on each of the three subsequent anniversaries following the first anniversary of the Vest Date. Vested shares will be delivered to the reporting person on the designated vest dates. If a vesting date falls on a weekend or any other day on which the Nasdaq Stock Market ("NSM") or any national securities exchange on which the Common Stock then is principally traded (the "Exchange") is not open, affected RSUs shall vest on the next following NSM or Exchange business day, as the case may be.

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.

POWER OF ATTORNEY

Know all by these presents, that the undersigned hereby constitutes and appoints each of Timothy P. Boyle, Peter J. Bragdon, Thomas B. Cusick, Lindsey Kantawee and Richelle Luther, signing singly, the undersigned's true and lawful attorney-in-fact to:

1. execute for and on behalf of the undersigned, in the undersigned's capacity as an officer and/or director of Columbia Sportswear (the Company), Forms 3, 4 and 5 (including amendments thereto) in accordance with Section 16(a) of the Securities Exchange Act of 1934 and the rules and regulations thereunder and a Form ID, Uniform Application for Access Codes to File on Edgar;

2. do and perform any and all acts for and on behalf of the undersigned which may be necessary or desirable to complete and execute any such Forms 3, 4 or 5 or Form ID and timely file such forms (including amendments thereto) and application with the United States Securities and Exchange Commission and any stock exchange or similar authority; and

3. take any other action of any type whatsoever in connection with the foregoing which, in the opinion of such attorney-in-fact, may be of benefit to, in the best interest of, or legally required by, the undersigned, it being understood that the documents executed by such attorney-in-fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorney-in-fact may approve in such attorney-in-fact's discretion.

The undersigned hereby grants to each such attorney-in-fact full power and authority to do and perform any and every act and thing whatsoever requisite, necessary or

proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as the undersigned might or could do if personally present, with full power of substitution or revocation, hereby ratifying and confirming all that such attorney-in-fact, or such attorney-in-fact's substitute or substitutes, shall lawfully do or cause to be done by virtue of this power of attorney and the rights and powers herein granted. The undersigned acknowledges that the foregoing attorneys-in-fact, in serving in such capacity at the request of the undersigned, are not assuming, nor is the Company assuming, any of the undersigned's responsibilities to comply with Section 16 of the Securities Exchange Act of 1934.

The undersigned acknowledges, and agrees to abide by, the Company's policies and to furnish such information, either orally or in writing, as necessary to comply with Section 16 of the Securities Exchange Act of 1934, which may be relied upon by such attorney-in-fact.

This Power of Attorney supersedes any power of attorney previously executed by the undersigned regarding the purposes outlined in the first paragraph hereof (Prior Powers of Attorney), and the authority of the attorneys-in-fact named in any Prior Powers of Attorney is hereby revoked.

This Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Forms 3, 4 or 5 with respect to the undersigned's holdings of and transactions in securities issued by the Company, unless earlier (a) revoked by the undersigned in a signed writing delivered to the foregoing attorneys-in-fact or (b) superseded by a new power of attorney regarding the purposes outlined in the first paragraph

hereof dated as of a later date.

IN WITNESS WHEREOF, the undersigned has caused this Power
of Attorney to be executed as of this 5th day of
July, 2017.

Signature: /s/ Jim A. Swanson

Name: Jim A. Swanson