

Ashford Inc
 Form 4
 November 19, 2014

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL

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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).

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 *
BENNETT MONTGOMERY J

2. Issuer Name and Ticker or Trading Symbol
 Ashford Inc [AINC]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
 14185 DALLAS
 PARKWAY, SUITE 1100
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 11/17/2014

Director 10% Owner
 Officer (give title below) Other (specify below)
 Chief Executive Officer

DALLAS, TX 75254
 (City) (State) (Zip)

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

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. 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 | 11/17/2014 | | P ⁽¹⁾ | 250 A \$ 64.51 (2) | 12,462 | I | By MJB Investments LP |
| Common Stock | 11/17/2014 | | P ⁽¹⁾ | 400 A \$ 67.0287 (3) | 12,862 | I | By MJB Investments LP |
| Common Stock | 11/17/2014 | | P ⁽¹⁾ | 936 A \$ 68.8574 (4) | 13,798 | I | By MJB Investments LP |
| Common Stock | 11/17/2014 | | P ⁽¹⁾ | 7,337 A \$ 69.8439 | 21,135 | I | By MJB Investments |

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| | | | | | | | | |
|--------------|------------|-------------|-------|---|-------------|--------|---|-----------------------|
| | | | | | <u>(5)</u> | | | LP |
| Common Stock | 11/17/2014 | <u>P(1)</u> | 2,068 | A | \$ 70.9583 | 23,203 | I | By MJB Investments LP |
| | | | | | <u>(6)</u> | | | |
| Common Stock | 11/17/2014 | <u>P(1)</u> | 450 | A | \$ 71.7278 | 23,653 | I | By MJB Investments LP |
| | | | | | <u>(7)</u> | | | |
| Common Stock | 11/17/2014 | <u>P(1)</u> | 100 | A | \$ 73.26 | 23,753 | I | By MJB Investments LP |
| Common Stock | 11/18/2014 | <u>P(1)</u> | 500 | A | \$ 72.96 | 24,253 | I | By MJB Investments LP |
| | | | | | <u>(8)</u> | | | |
| Common Stock | 11/18/2014 | <u>P(1)</u> | 2,230 | A | \$ 74.6821 | 26,483 | I | By MJB Investments LP |
| | | | | | <u>(9)</u> | | | |
| Common Stock | 11/18/2014 | <u>P(1)</u> | 157 | A | \$ 75.6631 | 26,640 | I | By MJB Investments LP |
| | | | | | <u>(10)</u> | | | |
| Common Stock | 11/18/2014 | <u>P(1)</u> | 406 | A | \$ 76.9778 | 27,046 | I | By MJB Investments LP |
| | | | | | <u>(11)</u> | | | |
| Common Stock | 11/18/2014 | <u>P(1)</u> | 100 | A | \$ 79.99 | 27,146 | I | By MJB Investments LP |
| Common Stock | 11/18/2014 | <u>P(1)</u> | 500 | A | \$ 81.2637 | 27,646 | I | By MJB Investments LP |
| | | | | | <u>(12)</u> | | | |
| Common Stock | 11/18/2014 | <u>P(1)</u> | 1,550 | A | \$ 83.9806 | 29,196 | I | By MJB Investments LP |
| | | | | | <u>(13)</u> | | | |
| Common Stock | 11/18/2014 | <u>P(1)</u> | 1,287 | A | \$ 84.9573 | 30,483 | I | By MJB Investments LP |
| | | | | | <u>(14)</u> | | | |
| Common Stock | 11/18/2014 | <u>P(1)</u> | 1,451 | A | \$ 86.1407 | 31,934 | I | By MJB Investments LP |
| | | | | | <u>(15)</u> | | | |
| Common Stock | 11/18/2014 | <u>P(1)</u> | 2,671 | A | \$ 87.3176 | 34,605 | I | By MJB Investments LP |
| | | | | | <u>(16)</u> | | | |
| Common Stock | 11/18/2014 | <u>P(1)</u> | 1,200 | A | \$ 88.1592 | 35,805 | I | By MJB Investments LP |
| | | | | | <u>(17)</u> | | | |

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| | | | | | | | | |
|--------------|------------|------------------|-------|---|--------------------|--------|---|----------------------------------|
| Common Stock | 11/18/2014 | P ⁽¹⁾ | 200 | A | \$ 89.395 (18) | 36,005 | I | By MJB Investments LP |
| Common Stock | 11/18/2014 | P ⁽¹⁾ | 100 | A | \$ 90.5 | 36,105 | I | By MJB Investments LP |
| Common Stock | 11/18/2014 | P ⁽¹⁾ | 1,198 | A | \$ 94.716 (19) | 37,303 | I | By MJB Investments LP |
| Common Stock | 11/18/2014 | P ⁽¹⁾ | 630 | A | \$ 95.7795 (20) | 37,933 | I | By MJB Investments LP |
| Common Stock | 11/18/2014 | P ⁽¹⁾ | 900 | A | \$ 97.5158 (21) | 38,833 | I | By MJB Investments LP |
| Common Stock | 11/18/2014 | P ⁽¹⁾ | 300 | A | \$ 98.8867 (22) | 39,133 | I | By MJB Investments LP |
| Common Stock | | | | | | 14,154 | D | |
| Common Stock | | | | | | 53,726 | I | By Dartmore LP |
| Common Stock | | | | | | 11,602 | I | By Reserve, LP IV |
| Common Stock | | | | | | 9,225 | I | By Ashford Financial Corporation |
| Common Stock | | | | | | 7,763 | I | By Reserve, LP III |

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 | 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 (Instr. 6) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

(A) or
Disposed
of (D)
(Instr. 3,
4, and 5)

| | | | | | | | |
|------|---|-----|-----|-------------|------------|-------|------------------------------|
| Code | V | (A) | (D) | Date | Expiration | Title | Amount |
| | | | | Exercisable | Date | | or Number of Shares |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|-------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| BENNETT MONTGOMERY J 14185 DALLAS PARKWAY SUITE 1100 DALLAS, TX 75254 | X | | Chief Executive Officer | |

Signatures

/s/ MONTGOMERY J.
BENNETT 11/18/2014

__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) The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person.
 Reflects the weighted average sales price for the reported transactions. The shares were purchased in multiple transactions at prices ranging from \$64.30 to \$65.25, inclusive. The Reporting Person will provide the SEC staff, the Issuer, or any security holder of the Issuer, upon request for same, with the full information regarding the number of shares sold at each separate price within the range specified.
- (2) Reflects the weighted average sales price for the reported transactions. The shares were purchased in multiple transactions at prices ranging from \$66.9999 to \$67.1151, inclusive. The Reporting Person will provide the SEC staff, the Issuer, or any security holder of the Issuer, upon request for same, with the full information regarding the number of shares sold at each separate price within the range specified.
- (3) Reflects the weighted average sales price for the reported transactions. The shares were purchased in multiple transactions at prices ranging from \$68.50 to \$69.21, inclusive. The Reporting Person will provide the SEC staff, the Issuer, or any security holder of the Issuer, upon request for same, with the full information regarding the number of shares sold at each separate price within the range specified.
- (4) Reflects the weighted average sales price for the reported transactions. The shares were purchased in multiple transactions at prices ranging from \$69.50 to \$70.46, inclusive. The Reporting Person will provide the SEC staff, the Issuer, or any security holder of the Issuer, upon request for same, with the full information regarding the number of shares sold at each separate price within the range specified.
- (5) Reflects the weighted average sales price for the reported transactions. The shares were purchased in multiple transactions at prices ranging from \$70.50 to \$71.44, inclusive. The Reporting Person will provide the SEC staff, the Issuer, or any security holder of the Issuer, upon request for same, with the full information regarding the number of shares sold at each separate price within the range specified.
- (6)
- (7)

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Issuer, upon request for same, with the full information regarding the number of shares sold at each separate price within the range specified.

(21) Reflects the weighted average sales price for the reported transactions. The shares were purchased in multiple transactions at prices ranging from \$96.79 to \$97.60, inclusive. The Reporting Person will provide the SEC staff, the Issuer, or any security holder of the Issuer, upon request for same, with the full information regarding the number of shares sold at each separate price within the range specified.

(22) Reflects the weighted average sales price for the reported transactions. The shares were purchased in multiple transactions at prices ranging from \$98.75 to \$98.97, inclusive. The Reporting Person will provide the SEC staff, the Issuer, or any security holder of the Issuer, upon request for same, with the full information regarding the number of shares sold at each separate price within the range specified.

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.