CORNOG ROBERT A

Form 4

August 15, 2011

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB 3235-0287

OMB APPROVAL

Number:

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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 See Instruction

1(b).

(City)

(State)

(Zin)

(Print or Type Responses)

1. Name and Address of Reporting Person * CORNOG ROBERT A	2. Issuer Name and Ticker or Trading Symbol WISCONSIN ENERGY CORP	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)		
	[WEC]			
(Last) (First) (Middle) 231 WEST MICHIGAN STREET	3. Date of Earliest Transaction (Month/Day/Year) 08/11/2011	_X_ Director 10% Owner Officer (give title below) Other (specify below)		
(Street)	4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line)		
MILWAUKEE,, WI 53203		_X_ Form filed by One Reporting Person Form filed by More than One Reporting Person		

(City)	(State)	(Zip) Tab	le I - Non-	Derivativ	e Secu	ırities Acqui	ired, Disposed of,	or Beneficiall	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactic Code (Instr. 8)	4. Secur or Dispo (Instr. 3,	osed of , 4 and (A) or		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)
Common Stock	08/11/2011		M	5,000	A	\$ 13.0475	20,054.1929 (1)	D	
Common Stock	08/11/2011		S	4,600	D	\$ 29.612	15,454.1929 (1)	D	
Common Stock	08/11/2011		S	400	D	\$ 29.62	15,054.1929 (1) (2)	D	
Common Stock							307.6964 <u>(2)</u>	I	by Spouse
Common Stock							15,158.6604 (2)	I	by Trust

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

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SEC 1474 (9-02)

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

1. Title of	2.	3. Transaction Date		4.	5. Number	6. Date Exercisab	le and	7. Title and A	
Derivative Security (Instr. 3)	Conversion or Exercise Price of Derivative Security	(Month/Day/Year)	Execution Date, if any (Month/Day/Year)	Code (Instr. 8)	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Expiration Date (Month/Day/Year)		Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (right to buy)	\$ 13.0475	08/11/2011		M	5,000	05/02/2003(4)	05/02/2012	Common Stock	5,000

Reporting Owners

Reporting Owner Name / Address		Relationships					
	Director	10% Owner	Officer	Other			

CORNOG ROBERT A
231 WEST MICHIGAN STREET X
MILWAUKEE,, WI 53203

Signatures

/s/ Joshua M. Erickson, as Attorney-in-Fact

08/15/2011

Dala4: amak:ma

**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) Includes shares acquired pursuant to a dividend reinvestment feature of Wisconsin Energy Corporation's Stock Plus Investment Plan in transactions exempt from Section 16 pursuant to Rule 16a-11.
- On March 1, 2011, the common stock of Wisconsin Energy Corporation split 2-for-1, resulting in the reporting person's ownership of 7,487.5869 additional shares of directly held common stock and 7,670.2794 additional shares of common stock indirectly held.

(3)

Reporting Owners 2

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This option was previously reported as covering 5,000 shares at an exercise price of \$26.095 per share, but was adjusted to reflect the 2-for-1 stock split that occurred on March 1, 2011.

(4) Vested in three equal annual installments beginning on this date.

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.