

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

FORM 144
NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

ATTENTION: Transmittal for filing 3 copies of this form concurrently with either placing an order with a broker to execute sale or executing a sale directly with a market maker.

1. (a) NAME OF ISSUER (Please type or print)		(b) REG. NO.	(c) SEC. FILE NO.	OMB APPROVAL OMB Number: 3235-0101 Expires: June 30, 2010 Estimated average burden hours per response: 1.00
Coming Incorporated				SEC USE ONLY DOCUMENT SEQUENCE NO.
2. (a) ADDRESS OF ISSUER		(b) REG. NO.	(c) SEC. FILE NO.	WORK LOCATION
One Riverfront Plaza		16-0393470	001-01247	
3. (a) NAME OF PERSON FOR WHOM ACCOUNT THE SECURITIES ARE TO BE SOLD		(b) RELATIONSHIP TO ISSUER	(c) ADDRESS STREET	CITY
John Boyne, Jr.		Officer	One Riverfront Plaza	Coming
				STATE
				ZIP CODE
				14831

INSTRUCTION: The person filing this notice should contact the issuer to obtain the I.R.S. Identification Number and the S.E.C. File Number.

5. (a) Title of the Class of Securities To Be Sold	(b) Name and Address of Each Broker Through Which the Securities are to be Offered or Each Market Maker With Whom the Securities	SEC USE ONLY (c) Broker-Dealer File Number	(d) Number of Shares or Other Units To Be Sold (See note 5(a))	(e) Aggregate Market Value (See note 5(a))	(f) Number of Shares or Other Units Outstanding (See note 5(a))	(g) Approximate Date of Sale (Month, Day, Year)	(h) Name of Each Securities Exchange (See note 5(a))
Common	UBS Financial Services, Inc. 400 Linden Oaks Rochester, NY 14625		9,818	\$450,000	851.3 (M)	05-07-2011	NYSE

INSTRUCTIONS:

- (a) Name of issuer.
(b) Issuer's I.R.S. Identification Number.
(c) Issuer's S.E.C. File number, if any.
(d) Issuer's address, including zip code.
(e) Issuer's telephone number, including area code.
- (a) Name of person for whom account the securities are to be sold.
(b) Such person's relationship to the issuer, e.g., officer, director, 10% stockholder, member of immediate family of any of the foregoing.
(c) Such person's address, including zip code.
- (a) Title of the class of securities to be sold.
(b) Name and address of each broker through whom the securities are intended to be sold.
(c) Number of shares or other units to be sold, net of any exercise, give the aggregate face amount.
(d) Aggregate market value of the securities to be sold and as of a specified date within 10 days prior to the filing of this notice.
(e) Number of shares or other units of the class outstanding, as of such date, or if not known, the date as of which the securities are to be sold.
(f) Approximate date or dates the securities are to be sold.
(g) Name of each securities exchange, if any, on which the securities are intended to be sold.

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 control number.

SFC 1147 (08-07)

TABLE I — SECURITIES TO BE SOLD

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

Class of Securities	Date Acquired	Name of Issuer or Issuance	Name of Person from Whom Acquired (If not the person who paid, name of person paid)	Amount of Securities Acquired	Price of Purchase	Source of Payment
Common	05-07-21	Exercise of company stock options. Plan is S-8 registered.	Issuer.	9518	n/a	n/a

INSTRUCTIONS:

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of more than one obligation, or if payment was made in installments, describe the obligation and state when the note or other obligation was discharged or full or partial installment paid.

TABLE II — SECURITIES SOLD DURING THE PAST 3 MONTHS

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold:

Name and Address of Seller	Number of Securities Sold	Date of Sale	Amount of Securities Sold	Source of Proceeds
n/a	n/a	n/a	n/a	n/a

REMARKS:

INSTRUCTIONS:

See the definition of "person" in paragraph (b) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to each of all persons whose sales are required by paragraph (c) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

ATTENTION: The person for whose account the securities to be sold are to be sold hereby represents by signing this notice that he/she has been fully advised of the material substance of the information required by this notice and is aware of the consequences of the failure of the securities to be sold which has not been fully disclosed. If such person has adopted a written trading plan or given trading instructions to another, Rule 144(c) under the Exchange Act, by signing this form and indicating the date that the person was adopted as the exclusive agent for trading under a written trading plan or as the sole agent for trading under such plan.

DATE OF SALE, ACQUISITION OR OTHER TRANSACTION
05/07/21

THE NOTICE shall be signed by the person for whose account the securities are to be sold. In cases where more than one person is required to sign, each signatory shall have signed or caused to be signed.

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)

SEC. 1047 (82-40)