### Edgar Filing: NELSON GORDON B - Form 4

| NELSON GO  | ORDON B                   |                             |  |                             |           |           |  |   |                  |   |  |
|--|---------------------------|-----------------------------|--|-----------------------------|-----------|-----------|--|---|------------------|---|--|
| Form 4<br>May 03, 201  | n                         |                             |  |                             |           |           |  |   |                  |   |  |
| FORM   |                           | D STATES                    | S SECUR  | RITIES A                    | ND EX(    | СНА       | NGE C  | COMMISSION  | OMB AF<br>OMB    | PROVAL                                    |  |
| Check thi  | s hov                     |                             | Was  | shington,                   | D.C. 20   | 549       |  |   | Number:          | 3235-0287                                 |  |
| if no long   | ΓርΗΛΝ                     | F CHANGES IN BENEFICIAL OWN |  |                             |           |           | Expires:   | January 31,<br>2005   |                  |   |  |
| subject to STATEMENT C<br>Section 16.<br>Form 4 or   |                           |                             | F CHANGES IN BENEFICIAL OWF<br>SECURITIES  |                             |           |           |  |   |                  | nated average<br>en hours per<br>onse 0.5 |  |
| Form 5<br>obligation<br>may cont<br><i>See</i> Instru<br>1(b).   | inue. Section 1'          | 7(a) of the                 | Public U   |                             | ling Con  | npany     | y Act of   | e Act of 1934,<br>E 1935 or Section<br>40   | n                |   |  |
| (Print or Type F   | Responses)                |                             |  |                             |           |           |  |   |                  |   |  |
|  |                           |                             | 2. Issuer Name <b>and</b> Ticker or Trading<br>Symbol<br>REGIS CORP [RGS]  |                             |           |           | ng   | 5. Relationship of Reporting Person(s) to<br>Issuer   |                  |   |  |
| (Last)   | (First)                   | (Middle)                    | 3. Date of Earliest Transaction  |                             |           |           |  | (Check all applicable)  |                  |   |  |
| 7201 METR  | O BOULEVA                 | RD                          | (Month/D<br>04/29/2  | -                           |           |           |  | Director<br>X Officer (give<br>below)<br>EVP Fash   |                  | Owner<br>er (specify<br>Iktg              |  |
| MINNEAPO   | (Street)<br>DLIS, MN 5543 | 39                          |  | ndment, Da<br>hth/Day/Year) | -         | 1         |  | 6. Individual or Jo<br>Applicable Line)<br>_X_ Form filed by O<br>Form filed by M<br>Person | One Reporting Pe | rson                                      |  |
| (City)   | (State)                   | (Zip)                       | Tabl   | e I - Non-D                 | erivative | Secur     | ities Acq  | uired, Disposed of  | , or Beneficial  | lv Owned                                  |  |
| 1.Title of<br>Security<br>(Instr. 3)2. Transaction Date<br>(Month/Day/Year)2A. Deemed<br>Execution Date<br>any<br>(Month/Day/Year) |                           | med<br>on Date, if          | 3. 4. Securities Acquired<br>if Transaction(A) or Disposed of (D)<br>Code (Instr. 3, 4 and 5)<br>ar) (Instr. 8)<br>(A) |                             |           |           | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s) | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4)                        | 7. Nature of     |   |  |
|  |                           |                             |  | Code V                      | Amount    | or<br>(D) | Price  | (Instr. 3 and 4)  |                  |   |  |
| Common<br>Stock  | 04/29/2010                |                             |  | А                           | 7,400     | А         | \$0  | 49,144  | D                |   |  |
| Common<br>Stock  | 04/30/2010                |                             |  | F                           | 1,321     | D         | \$<br>19.12  | 47,823  | D                |   |  |
| Common<br>Stock  |                           |                             |  |                             |           |           |  | 8,736   | I                | Through<br>profit<br>sharing<br>plan      |  |

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)

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# required to respond unless the form displays a currently valid OMB control number.

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

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)          | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transactic<br>Code<br>(Instr. 8) | 5. Number<br>on f Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |  |
|--|---|---|---|--|---|--|--------------------|---|--|
|  |   |   |   | Code V                                 | (A) (D)   | Date<br>Exercisable  | Expiration<br>Date | Title   | Amount<br>or<br>Number<br>of<br>Shares |
| Employee<br>Stock<br>Option<br>(Right to<br>Buy) ( <u>1)</u> | \$ 18.9   | 04/29/2010                              |   | А                                      | 4,200   | 04/29/2011   | 04/29/2020         | Common<br>Stock   | 4,200                                  |

### **Reporting Owners**

| <b>Reporting Owner Name / Address</b>                            | Relationships |           |                          |       |  |  |  |
|--|---------------|-----------|--------------------------|-------|--|--|--|
|  | Director      | 10% Owner | Officer                  | Other |  |  |  |
| NELSON GORDON B<br>7201 METRO BOULEVARD<br>MINNEAPOLIS, MN 55439 |               |           | EVP Fashion, Educ & Mktg |       |  |  |  |
| Signatures   |               |           |                          |       |  |  |  |
| Fric A Bakken by power of  |               |           |                          |       |  |  |  |

Eric A. Bakken, by power of attorney

\*\*Signature of Reporting Person

05/03/2010 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) Option vests ratably over a five year period.

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.