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CHEROKE Form 4 July 24, 200 FORM Check t if no lor subject Section Form 4 Form 5 obligati may con <i>See</i> Inst 1(b).	D9 A 4 UNITED his box his box to 16. or Filed pu ons ntinue.	MENT OF rsuant to Se (a) of the Pt	Wa CHAN ection 1 ublic U	shingtor NGES IN SECU (6(a) of ti (tility Ho	n, D.C. 20 I BENEF RITIES he Securi	D 549 FICLA ties H mpan	AL OWN Exchange y Act of	OMMISSION NERSHIP OF e Act of 1934, 1935 or Section 0	OMB Number: Expires: Estimated a burden hour response	•	
(Print or Type	Responses)										
	Address of Reporting IS ROBERT	S	Symbol		d Ticker of		ing	5. Relationship of I Issuer	Reporting Pers	on(s) to	
(Last) 6835 VAL	(First) (Middle) 3. Date of			of Earliest Transaction /Day/Year)				(Check all applicable) X_ DirectorX_ 10% Owner X_ Officer (give title Other (specify below) below) Chairman and CEO			
VAN NUY	(Street) 7S, CA 91406			endment, D nth/Day/Ye	Date Origina ar)	al		6. Individual or Joi Applicable Line) _X_ Form filed by Ou Form filed by Mo Person	ne Reporting Per	rson	
(City)	(State)	(Zip)	Tab	le I - Non-	Derivative	Secu	rities Acqu	uired, Disposed of,	or Beneficiall	y Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution D any (Month/Day	Date, if	3. Transactio Code (Instr. 8) Code V	omr Dispos (Instr. 3, 4	ed of		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								779,378	D		
Common Stock								135,000	I	By Newstar Group, dba The Wilstar Group	
Common Stock	07/23/2009	07/23/200	9	S	17,093	D	\$ 19.8314	4 762,285	D		
	07/24/2009	07/24/200	9	S	8,540	D		753,745	D		

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Common Stock

\$ 19.7946

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

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 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. Transactic Code (Instr. 8)	of Derivative Securities Acquired (A) or Disposed of (D)		ate	7. Title a Amount Underlyi Securitie (Instr. 3	of ing es	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
					(Instr. 3, 4, and 5)						
				Code V	(A) (D)	Date Exercisable	Expiration Date	or Title N of	umber		

Reporting Owners

Reporting Owner Name / Address	Relationships							
I B	Director	10% Owner	Officer	Other				
MARGOLIS ROBERT 6835 VALJEAN AVE VAN NUYS, CA 91406	Х	Х	Chairman and CEO					

Signatures

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).

Remarks:

On the dates and at the prices noted above, Mr. Margolis sold shares of Cherokee common stock on the open market. Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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