

Sass Lawrence Marc
 Form 4
 February 03, 2010

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

OMB APPROVAL

OMB Number: 3235-0287
 Expires: January 31, 2005
 Estimated average burden hours per response... 0.5

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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 *
 Sass Lawrence Marc

2. Issuer Name and Ticker or Trading Symbol
 CHEROKEE INC [CHKE]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
 6835 VALJEAN AVENUE
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 02/01/2010

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 Senior Vice President

VAN NUYS, CA 91406

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

(City) (State) (Zip)

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 Ownership (Instr. 4)
				(A) or (D) Price			
Common stock					0	D	

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

Persons who 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.

SEC 1474 (9-02)

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

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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 (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Common stock options	\$ 23.12							04/07/2006	04/07/2011	Common stock	1,667
Common stock options	\$ 23.12							04/07/2007	04/07/2011	Common stock	1,667
Common stock options	\$ 34.62							06/30/2006	06/30/2012	Common stock	3,333
Common stock options	\$ 34.62							06/30/2007	06/30/2012	Common Stock	3,333
Common stock options	\$ 34.62							06/30/2008	06/30/2012	Common Stock	3,334
Common stock options	\$ 22.7							08/21/2009	08/21/2015	Common Stock	6,666
Common stock options	\$ 22.7							08/21/2010	08/21/2015	Common Stock	6,667
Common stock options	\$ 22.7							08/21/2011	08/21/2015	Common Stock	6,667
Common stock options	\$ 16.08	02/01/2010	02/01/2010	A		10,000		02/01/2011	02/01/2015	Common Stock	10,000
Common stock options	\$ 16.08	02/01/2010	02/01/2010	A		10,000		02/01/2012	02/01/2015	Common Stock	10,000
Common stock options	\$ 16.08	02/01/2010	02/01/2010	A		10,000		02/01/2013	02/01/2015	Common Stock	10,000

