

SIEGEL HOWARD B
Form 4
April 17, 2013

FORM 4

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

OMB APPROVAL

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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 *
SIEGEL HOWARD B

(Last) (First) (Middle)
5990 SEPULVEDA BLVD #600
(Street)

SHERMAN OAKS, CA 91411

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
04/15/2013

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
____ Form filed by More than One Reporting Person

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)
Common Stock				(A) or (D)	38,718	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 Security (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Common Stock Option	\$ 22.7					08/21/2009 08/21/2015	common stock 3,333
Common Stock Option	\$ 22.7					08/21/2010 08/21/2015	common stock 3,333
Common Stock Option	\$ 22.7					08/21/2011 08/21/2015	common stock 3,333
Common Stock Option	\$ 16.08					02/01/2011 02/01/2015	common stock 16,667
Common Stock Option	\$ 16.08					02/01/2012 02/01/2015	common stock 16,667
Common Stock Option	\$ 16.08					02/01/2013 02/01/2015	common stock 16,667
Common Stock Option	\$ 18.3					08/26/2011 08/26/2017	common stock 16,667
Common Stock Option	\$ 18.3					08/26/2012 08/26/2017	common stock 16,667
Common Stock Option	\$ 18.3					08/26/2013 08/26/2017	common stock 16,667
Common Stock Option	\$ 17.21					03/23/2012 03/23/2018	Common Stock 20,000
Common Stock Option	\$ 17.21					03/23/2013 03/23/2018	Common Stock 20,000
Common Stock Option	\$ 17.21					03/23/2014 03/23/2018	Common Stock 20,000
Common Stock Option	\$ 17.21					03/23/2015 03/23/2018	Common Stock 20,000
Common Stock Option	\$ 17.21					03/23/2016 03/23/2018	Common Stock 20,000
Common Stock Option	\$ 13.06					06/18/2013 06/18/2019	Common Stock 20,000
Common Stock Option	\$ 13.06					06/18/2014 06/18/2019	Common Stock 20,000

