

CHEROKEE INC
Form 4
June 19, 2015

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)

**C/O CHEROKEE INC., 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)
06/17/2015

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)
				(A) or (D)	Price		
Common Stock	06/17/2015		M	371	A \$ 22.7	65,973	D
Common Stock	06/17/2015		S	371	D \$ 26.5	65,602	D
Common Stock	06/17/2015		M	767	A \$ 22.7	66,369	D
Common Stock	06/17/2015		S	767	D \$ 26.48	65,602	D
Common Stock	06/17/2015		M	100	A \$ 22.7	65,702	D

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Common Stock	06/17/2015	S	100	D	\$ 26.47	65,602	D
Common Stock	06/17/2015	M	932	A	\$ 22.7	66,534	D
Common Stock	06/17/2015	S	932	D	\$ 26.46	65,602	D
Common Stock	06/17/2015	M	7,830	A	\$ 22.7	73,432	D
Common Stock	06/17/2015	S	7,830	D	\$ 26.45	65,602	D

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

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(9-02)

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. 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 Option (right to buy)	\$ 18.3					08/26/2011	08/26/2017	common stock	16,66
Common Stock Option (right to buy)	\$ 18.3					08/26/2012	08/26/2017	common stock	16,66
Common Stock Option (right to buy)	\$ 18.3					08/26/2013	08/26/2017	common stock	16,66
Common Stock Option (right to buy)	\$ 17.21					03/23/2012	03/23/2018	Common Stock	20,00
Common Stock Option	\$ 17.21					03/23/2013	03/23/2018	Common Stock	20,00

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(right to buy)									
Common Stock Option (right to buy)	\$ 17.21				03/23/2014	03/23/2018	Common Stock	20,000	
Common Stock Option (right to buy)	\$ 17.21				03/23/2015	03/23/2018	Common Stock	20,000	
Common Stock Option (right to buy)	\$ 17.21				03/23/2016	03/23/2018	Common Stock	20,000	
Common Stock Option (right to buy)	\$ 13.06				06/18/2013	06/18/2019	Common Stock	20,000	
Common Stock Option (right to buy)	\$ 13.06				06/18/2014	06/18/2019	Common Stock	20,000	
Common Stock Option (right to buy)	\$ 13.06				06/18/2015	06/18/2019	Common Stock	20,000	
Performance Stock Unit	<u>(1)</u>				<u>(1)</u>	01/30/2016	Common Stock	5,667	
Common Stock Option (right to buy)	\$ 13.54				05/09/2015	05/09/2021	Common Stock	10,000	
Common Stock Option (right to buy)	\$ 13.54				05/09/2016	05/09/2021	Common Stock	10,000	
Common Stock Option (right to buy)	\$ 13.54				05/09/2017	05/09/2021	Common Stock	10,000	
Common Stock Option (right to buy) <u>(2)</u>	\$ 22.94				06/08/2016	06/08/2022	Common Stock	18,333	
Common Stock Option (right to buy) <u>(2)</u>	\$ 22.94				06/08/2017	06/08/2022	Common Stock	18,333	
Common Stock Option (right to buy) <u>(2)</u>	\$ 22.94				06/08/2018	06/08/2022	Common Stock	18,333	
Common Stock Option	\$ 22.7	06/17/2015		M	371	<u>(3)</u>	08/21/2015	Common Stock	371

(right to buy)

Common Stock Option (right to buy)	\$ 22.7	06/17/2015	M	767	<u>(3)</u>	08/21/2015	Common Stock	767
Common Stock Option (right to buy)	\$ 22.7	06/17/2015	M	100	<u>(3)</u>	08/21/2015	Common Stock	100
Common Stock Option (right to buy)	\$ 22.7	06/17/2015	M	932	<u>(3)</u>	08/21/2015	Common Stock	932
Common Stock Option (right to buy)	\$ 22.7	06/17/2015	M	7,830	<u>(3)</u>	08/21/2015	Common Stock	7,830

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SIEGEL HOWARD B C/O CHEROKEE INC. 5990 SEPULVEDA BLVD #600 SHERMAN OAKS, CA 91411			President	

Signatures

Jason Boling under POA for Howard Siegel 06/19/2015

**Signature of Reporting Person

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) See previous Form 4.
- (2) Represents an award of a single stock option approved on June 8, 2015.
- (3) The options vested in full on 8/21/2011

Remarks:

On June 17, 2015 Mr. Siegel exercised stock options in a total aggregate amount of 10,000 shares of Cherokee common stock

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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