Edgar Filing: SIEGEL HOWARD B - Form 4

Form 4											
February 03, 20	4 UNITED	UNITED STATES SECURITIES AND EXCHANGE COMMISSION								PPROVAL 3235-0287	
Check this be if no longer subject to Section 16. Form 4 or Form 5 obligations may continue <i>See</i> Instruction 1(b).	STATEN Filed pur Section 17(burden hou response	Estimated average burden hours per response 0.5	
(Print or Type Resp	oonses)										
1. Name and Address of Reporting Person <u>*</u> SIEGEL HOWARD B			2. Issuer Name and Ticker or Trading Symbol CHEROKEE INC [CHKE]				g	5. Relationship of Reporting Person(s) to Issuer			
								(Check all applicable)			
(Last) (First) (Middle) 6835 VALJEAN AVE			3. Date of Earliest Transaction (Month/Day/Year) 02/01/2010					Director 10% Owner X_Officer (give title Other (specify below) President			
				ndment, Date Original th/Day/Year)			 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person 				
VAN NUYS, C	CA 91406								One Reporting Pe More than One Re		
(City)	(State)	(Zip)	Table	I - Non-De	erivative S	ecuri	ties Aco	quired, Disposed o	f, or Beneficial	lly Owned	
	. Transaction Dat Month/Day/Year	Execution Execution	med on Date, if Day/Year)	3. Transactio Code (Instr. 8) Code V	4. Securit nAcquired Disposed (Instr. 3, -	(A) o of (D 4 and (A) or)	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								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.

 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)	5. Number of orDerivative 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	\$ 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	3,334
Common Stock Option	\$ 16.08	02/01/2010	02/01/2010	А	16,666	02/01/2011	02/01/2015	common stock	16,666
Common Stock Option	\$ 16.08	02/01/2010	02/01/2010	А	16,667	02/01/2012	02/01/2015	common stock	16,667
Common Stock Option	\$ 16.08	02/01/2010	02/01/2010	А	16,667	02/01/2013	02/01/2015	common stock	16,667

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Reporting Owners

Reporting Owner Name / Address	Relationships						
I. S.	Director	10% Owner	Officer	Other			
SIEGEL HOWARD B							
6835 VALJEAN AVE			President				
VAN NUYS, CA 91406							
Signatures							
Russell J. Riopelle under POA for Howard							
Siegel			02/03/201	0			
**Signature of Reporting Per	son		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).

Remarks:

On February 1, 2010 the Compensation Committee of Cherokee Inc. granted Mr. Siegel 50,000 stock options as noted above.

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.