

FREDERICK'S OF HOLLYWOOD GROUP INC /NY/
 Form 4
 September 30, 2013

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
 Expires: January 31, 2015
 Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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 *
 Five Island Asset Management LLC

2. Issuer Name and Ticker or Trading Symbol

FREDERICK'S OF HOLLYWOOD GROUP INC /NY/ [FOHL]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
 450 PARK AVENUE, 30TH FLOOR

3. Date of Earliest Transaction (Month/Day/Year)
 09/26/2013

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

(Street)
 NEW YORK, NY 10022

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 ___X___ 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)	Code	V	Amount	(D)	Price

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

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SEC 1474 (9-02)

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

1. Title of Derivative	2. Conversion	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if	4. Transaction	5. Number of Derivative	6. Date Exercisable and Expiration Date	7. Title and Amount of Underlying Security
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Security (Instr. 3)	or Exercise Price of Derivative Security	any (Month/Day/Year)	Code (Instr. 8)	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	(Month/Day/Year)	(Instr. 3 and 4)		
			Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Am Nu Sha
Convertible Series B Preferred Stock	\$ 0.25	09/26/2013	S	104,545 (1)	03/15/2013	(4)	Common Stock	41
Common Stock Warrant - Series A Warrant Coverage	\$ 0.45	09/26/2013	S	500,000 (1)	(3)	06/23/2015	Common Stock	5
Common Stock Warrant - Series A Warrant Coverage	\$ 0.53	09/26/2013	S	500,000 (1)	(3)	06/23/2017	Common Stock	5
Common Stock Warrant - Series A Warrant Coverage	\$ 0.6	09/26/2013	S	500,000 (1)	(3)	06/24/2019	Common Stock	5
Common Stock Warrant - PIPE Warrant Coverage	\$ 1.21	09/26/2013	S	1,380,850 (1)	(3)	10/15/2015	Common Stock	1
Common Stock Warrant - Employee Stock Option Coverage	\$ 0.67	09/26/2013	S	1,818,000 (1) (2)	(3)	02/10/2022	Common Stock	1
Common Stock Warrant - Series A Coverage	\$ 0.01	09/26/2013	S	5,468,127 (1)	(3)	(5)	Common Stock	5

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Five Island Asset Management LLC 450 PARK AVENUE, 30TH FLOOR NEW YORK, NY 10022		X		

Signatures

/s/ Five Island Asset Management LLC, Thomas A.
Williams

09/30/2013

__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) On September 26, 2013, an affiliate of Five Island Asset Management LLC ("Five Island"), HGI Funding, LLC ("HGI Funding"), agreed to purchase from Five Island 104,545 shares of Convertible Series B Preferred Stock for a purchase price of \$0.25 per share, together with accrued dividends paid or payable thereon, and 10,166,977 warrants (the "Transferred Securities") pursuant to a transfer and sale agreement, dated as of September 26, 2013, by and between Five Island and HGI Funding (the "Transfer and Sale Agreement") in exchange for \$10,653,100 in the aggregate. Pursuant to the terms of the Transfer and Sale Agreement, the transfer of the Transferred Securities became effective on September 27, 2013.

(2) According to the Issuer, as of the date hereof, employee stock options of the Issuer representing the option to purchase 79,500 shares of the Issuer's Common Stock have expired. Accordingly, warrants to purchase 79,500 shares of the Issuer's Common Stock under the Common Stock Purchase Warrant - Employee Stock Option Coverage reported on the Form 3 filed by the Reporting Person on March 25, 2013 and in Table II of this Form 4 have also expired. Five Island did not receive any value in connection with such expiration.

(3) In accordance with the terms thereof, the warrants are only exercisable upon a corresponding exercise or conversion of securities represented representing 10,166,977 shares of Common Stock, which other securities are not owned by the Reporting Person.

(4) The 104,545 shares of Convertible Series B Preferred Stock may be converted into Common Stock at any time, and expire upon the earlier to occur of (i) the conversion of such security into Common Stock pursuant to its terms or (ii) the redemption thereof by the Issuer.

(5) The Common Stock Warrant - Series A Coverage expires upon the earlier to occur of (i) thirty days after the conversion the Convertible Series A Preferred Stock into Common Stock pursuant to its terms, or (ii) the redemption thereof by the Issuer.

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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