Bronchick Jeffrey Form 3 August 13, 2018

FORM 3

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

OMB APPROVAL

OMB Number:

3235-0104

0.5

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Expires: January 31, 2005

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response...

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 2. Date of Event Requiring 3. Issuer Name and Ticker or Trading Symbol Person * Statement CHEROKEE INC [CHKE] A Cove Street Capital, LLC (Month/Day/Year) 08/03/2018 (Last) (First) (Middle) 4. Relationship of Reporting 5. If Amendment, Date Original Person(s) to Issuer Filed(Month/Day/Year) 2101 EAST EL SEGUNDO. (Check all applicable) SUITE 302,Â (Street) 6. Individual or Joint/Group _X__ 10% Owner Director Officer Other Filing(Check Applicable Line) (give title below) (specify below) Form filed by One Reporting Person EL SEGUNDO, Â CAÂ 90245 _X_ Form filed by More than One Reporting Person (City) (State) (Zip) Table I - Non-Derivative Securities Beneficially Owned 4. Nature of Indirect Beneficial 1. Title of Security 2. Amount of Securities Beneficially Owned Ownership Ownership (Instr. 4) (Instr. 4) Form: (Instr. 5) Direct (D) or Indirect (I) (Instr. 5) Common Stock, \$0.02 Par Value Per Share See Footnote (1) 2,769,324 I ("Common Stock") Common Stock 25,000 $D^{(4)}$ Â Reminder: Report on a separate line for each class of securities beneficially SEC 1473 (7-02) 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

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

currently valid OMB control number.

1. Title of Derivative	2. Date Exercisable and	3. Title and Amount of	4.	5.	6. Nature of Indirect
Security	Expiration Date	Securities Underlying	Conversion	Ownership	Beneficial
(Instr. 4)	(Month/Day/Year)	Derivative Security	or Exercise	Form of	Ownership

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	Date Exercisable	Expiration Date	(Instr. 4) Title	Amount or Number of Shares	Price of Derivative Security	Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	(Instr. 5)
Warrants (Right to Buy)	08/03/2018	08/03/2025	Common Stock	1,245,000	\$ 0.5	I	See footnotes $\underline{(1)}$ $\underline{(2)}$
Warrants (Right to Buy)	12/07/2017	12/07/2024	Common Stock	311,111	\$ 2.25	I	See footnotes $\underline{(1)}$ $\underline{(2)}$
Warrants (Right to Buy)	08/11/2017	08/11/2024	Common Stock	59,241	\$ 4.22	I	See footnotes (1) (3)

Reporting Owners

Reporting Owner Name / Address	Relationships				
	Director	10% Owner	Officer	Other	
Cove Street Capital, LLC 2101 EAST EL SEGUNDO, SUITE 302 EL SEGUNDO, CA 90245	Â	ÂΧ	Â	Â	
Bronchick Jeffrey 2101 EAST EL SEGUNDO BOULEVARD SUITE 302 EL SEGUNDO, CA 90245	Â	Â	Â	Personal Funds	

Signatures

/s/ Merihan
Tynan

**Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 5(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).

This Form 3 is filed on behalf of Cove Street Capital, LLC (the "Advisor") and Jeffrey Bronchick (collectively, the "Reporting

Persons"). The Advisor is the investment advisor to certain separately managed accounts ("Managed Accounts") and may be deemed to have a pecuniary interest in the securities directly held in the Managed Accounts. Mr. Bronchick is the manager of the Advisor and may be deemed to have a pecuniary interest in the securities reported herein in which the Advisor has a pecuniary interest, and also directly holds shares of Common Stock. Each the Advisor and Mr. Bronchick disclaims, for purposed of Section16 of the Securities Exchange Act, beneficial ownership of securities held in the Managed Accounts, except to the extent of indirect pecuniary interest therein, and this report shall not be deemed an admission that either is the beneficial owner of such securities for any purpose. The Advisor disclaims beneficial ownership of the shares held directly by Mr. Bronchick.

- (2) Warrants held by two managed accounts managed by Cove Street Capital as the Advisor.
- (3) Warrants held by one managed account managed by Cove Street Capital as the Advisor.
- (4) Common Stock held directly by Jeffrey Bronchick.

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.

Reporting Owners 2