

Clark Maxine  
Form 4  
September 13, 2005

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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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 \*  
Clark Maxine

2. Issuer Name and Ticker or Trading Symbol  
BUILD A BEAR WORKSHOP INC  
[BBW]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
09/09/2005

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
CEBear & Chairman of the Board

C/O BUILD-A-BEAR WORKSHOP, INC., 1954 INNERBELT BUSINESS CENTRE DRIVE

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

ST. LOUIS, MO 63114

(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 Indirect Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  | Code                           | V Amount (A) or (D) Price   |   |  |  |
| Common Stock                    | 09/09/2005                           |  | S <sup>(1)</sup>               | 2,500 D \$ 21.8   | 540,482   | D  |  |
| Common Stock                    | 09/09/2005                           |  | S <sup>(1)</sup>               | 2,600 D \$ 21.75  | 537,882   | D  |  |
| Common Stock                    | 09/09/2005                           |  | S <sup>(1)</sup>               | 5,700 D \$ 21.7   | 532,182   | D  |  |
| Common Stock                    | 09/09/2005                           |  | S <sup>(1)</sup>               | 4,700 D \$ 21.65  | 527,482   | D  |  |

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|              |            |              |        |   |          |           |   |                   |
|--------------|------------|--------------|--------|---|----------|-----------|---|-------------------|
| Common Stock | 09/09/2005 | <u>S</u> (1) | 14,000 | D | \$ 21.6  | 513,482   | D |                   |
| Common Stock | 09/09/2005 | <u>S</u> (1) | 900    | D | \$ 21.57 | 512,582   | D |                   |
| Common Stock | 09/09/2005 | <u>S</u> (1) | 100    | D | \$ 21.56 | 512,482   | D |                   |
| Common Stock | 09/09/2005 | <u>S</u> (1) | 3,200  | D | \$ 21.55 | 509,282   | D |                   |
| Common Stock | 09/09/2005 | <u>S</u> (1) | 45,000 | D | \$ 21.5  | 464,282   | D |                   |
| Common Stock | 09/09/2005 | <u>S</u> (1) | 300    | D | \$ 21.49 | 463,982   | D |                   |
| Common Stock | 09/09/2005 | <u>S</u> (1) | 2,900  | D | \$ 21.45 | 461,082   | D |                   |
| Common Stock | 09/09/2005 | <u>S</u> (1) | 1,500  | D | \$ 21.4  | 459,582   | D |                   |
| Common Stock | 09/09/2005 | <u>S</u> (1) | 1,300  | D | \$ 21.39 | 458,282   | D |                   |
| Common Stock | 09/09/2005 | <u>S</u> (1) | 1,000  | D | \$ 21.37 | 457,282   | D |                   |
| Common Stock | 09/09/2005 | <u>S</u> (1) | 600    | D | \$ 21.36 | 456,682   | D |                   |
| Common Stock | 09/09/2005 | <u>S</u> (1) | 5,500  | D | \$ 21.35 | 451,182   | D |                   |
| Common Stock | 09/09/2005 | <u>S</u> (1) | 500    | D | \$ 21.34 | 450,682   | D |                   |
| Common Stock | 09/09/2005 | <u>S</u> (1) | 100    | D | \$ 21.32 | 450,582   | D |                   |
| Common Stock | 09/09/2005 | <u>S</u> (1) | 300    | D | \$ 21.31 | 450,282   | D |                   |
| Common Stock |            |              |        |   |          | 2,940,364 | I | Smart Stuff, Inc. |

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)

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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 Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Owned Following Reporting Transaction (Instr. 6) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                                |       |
|--|---------------|-----------|--------------------------------|-------|
|  | Director      | 10% Owner | Officer                        | Other |
| Clark Maxine<br>C/O BUILD-A-BEAR WORKSHOP, INC.<br>1954 INNERBELT BUSINESS CENTRE DRIVE<br>ST. LOUIS, MO 63114 | X             | X         | CEBear & Chairman of the Board |       |
| Smart Stuff, Inc.<br>1954 INNERBELT BUSINESS CENTRE DRIVE<br>ST. LOUIS, MO 63114                               |               | X         |                                |       |

## Signatures

/s/ Maxine Clark                      09/13/2005

\_\_Signature of                      Date  
Reporting Person

## 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) This sale was effected pursuant to a pre-existing Rule 10b5-1 trading plan adopted by the reporting person.

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.