

Sierks Kevin J  
Form 3/A  
June 07, 2012

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *    |         | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol                                |  |
| Sierks Kevin J                               |         | (Month/Day/Year)                     | Vera Bradley, Inc. [VRA]   |  |
| (Last)                                       | (First) | (Middle)                             | 06/07/2012   |  |
| C/O VERA BRADLEY, INC., 2208 PRODUCTION ROAD |         |                                      | 4. Relationship of Reporting Person(s) to Issuer                           | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
| (Street)                                     |         |                                      | (Check all applicable)   | 12/21/2011   |
|  |         |                                      | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner       |  |
|  |         |                                      | <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
|  |         |                                      | (give title below) (specify below)   | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
|  |         |                                      | VP, Corporate Controller   | <input type="checkbox"/> Form filed by More than One Reporting Person  |
| FORT WAYNE, IN 46808                         |         |                                      |  |  |
| (City)                                       | (State) | (Zip)                                |  |  |

**Table I - Non-Derivative Securities Beneficially Owned**

|                                    |  |   |  |
|------------------------------------|--|---|--|
| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|------------------------------------|--|---|--|

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

**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 Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

|   |   |  |  |  |  |
|---|---|--|--|--|--|
| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security<br>(Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|   | Date Exercisable      Expiration Date                       | Title      Amount or Number of   |  |  |  |

|                        |       |            |               |           |        |                            |   |   |
|------------------------|-------|------------|---------------|-----------|--------|----------------------------|---|---|
| Restricted Stock Units | Â (1) | 12/12/2021 | Common Shares | 3,182 (2) | \$ (3) | or Indirect (1) (Instr. 5) | D | Â |
|------------------------|-------|------------|---------------|-----------|--------|----------------------------|---|---|

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                            |       |
|--|---------------|-----------|----------------------------|-------|
|  | Director      | 10% Owner | Officer                    | Other |
| Sierks Kevin J<br>C/O VERA BRADLEY, INC.<br>2208 PRODUCTION ROAD<br>FORT WAYNE, IN 46808 | Â             | Â         | Â VP, Corporate Controller | Â     |

## Signatures

/s/ Kevin J. Sierks 06/07/2012

\*\*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).
- The restricted stock units were granted under the Vera Bradley, Inc. 2010 Equity and Incentive Plan. The restricted stock units vest
- (1) ratably and settle in common shares on each of the first, second and third anniversaries of the date of grant which was December 12, 2011.
  - (2) These units were inadvertently omitted from the reporting person's original Form 3.
  - (3) Converts into common shares on a one-for-one basis.

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.