#### Edgar Filing: JOHNSON JOIA M - Form 4

Form 4											
FORM	<b>4</b> UNITED	STATES					IGE (	COMMISSION		PPROVAL 3235-0287	
Check this if no longe subject to Section 16 Form 4 or Form 5 obligation may contin <i>See</i> Instruct 1(b).	Filed pur Section 17(	<b>STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF</b> <b>SECURITIES</b> 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							burden hou response	Expires: January 31, 2005 Estimated average burden hours per response 0.5	
(Print or Type Ro	esponses)										
			2. Issuer Name <b>and</b> Ticker or Trading Symbol				3	5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First)	Middle)	brands Inc. [HBI] of Earliest Transaction				(Check all applicable)				
(Month/I 1000 EAST HANES MILL ROAD 12/06/2 (Street) 4. If Ame			(Month/Day/Year) 12/06/2010					<ul> <li> Director 10% Owner</li> <li>X_ Officer (give title Other (specify below)</li> <li>Chief Legal Ofcr, GC&amp;Corp Sec</li> <li>6. Individual or Joint/Group Filing(Check</li> <li>Applicable Line)</li> <li>_X_ Form filed by One Reporting Person</li> </ul>			
				Amendment, Date Original d(Month/Day/Year)							
WINSTON-S	SALEM, NC 27	105							fore than One Re		
(City)	(State)	(Zip)	Table	e I - Non-D	erivative S	ecurit	ies Acq	uired, Disposed of	f, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Dat (Month/Day/Year)	Execution any	med on Date, if Day/Year)	3. Transactic Code (Instr. 8) Code V	on(A) or Dis (D) (Instr. 3, 4 Amount	sposed	of	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		
Common Stock	12/06/2010			А	11,149 (1)	А	\$0	79,726	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)

#### Edgar Filing: JOHNSON JOIA M - Form 4

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. Transacti 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
Employee Stock Option (right to buy)	\$ 27.16	12/06/2010		A	11,366	(2)	12/06/2020	Common Stock	11,366

## **Reporting Owners**

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
JOHNSON JOIA M 1000 EAST HANES MILL ROAD WINSTON-SALEM, NC 27105			Chief Legal Ofcr, GC&Corp Se	с			
<b>0</b> !							

### Signatures

Catherine Meeker, attorney-in-fact

12/08/2010

\*\*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) Consists of restricted stock units that upon vesting are settled on a one-for-one basis in shares of common stock, vesting in three installments of 33% on December 6, 2011, 33% on December 6, 2012 and 34% on December 6, 2013.

(2) The options vest in three installments of 33% on December 6, 2011, 33% on December 6, 2012, and 34% on December 6, 2013.

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.