

JAFFE DAVID R
Form 4
July 06, 2012

FORM 4

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
JAFFE DAVID R

(Last) (First) (Middle)

C/O ASCENA RETAIL GROUP,
INC., 30 DUNNIGAN DRIVE

(Street)

SUFFERN, NY 10901

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
Ascena Retail Group, Inc. [ASNA]

3. Date of Earliest Transaction
(Month/Day/Year)
07/03/2012

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

☒ Director ☐ 10% Owner
☒ Officer (give title below) ☐ Other (specify
below)

President & CEO

6. Individual or Joint/Group Filing(Check
Applicable Line)
☒ Form filed by One Reporting Person
☐ Form filed by More than One Reporting
Person

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 Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common	07/03/2012		S		25,000	D	\$ 18.7382 (1)
Common	07/05/2012		S		20,000	D	\$ 18.8675 (2)

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

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SEC 1474
(9-02)

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

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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount Number Shares
Options to Buy	\$ 3.38 ⁽³⁾					12/09/2003 ⁽⁶⁾ 12/09/2012	Common 600,000
Option To Buy	\$ 5.92 ⁽⁴⁾					10/12/2006 ⁽⁶⁾ 10/12/2015	Common 600,000
Option to Buy	\$ 7.495 ⁽⁴⁾					09/18/2009 ⁽⁶⁾ 09/18/2018	Common 500,000
Option To Buy	\$ 8.835 ⁽⁴⁾					09/24/2010 ⁽⁷⁾ 09/24/2019	Common 160,000
Option To Buy	\$ 15 ⁽⁴⁾					12/09/2010 ⁽⁷⁾ 12/09/2019	Common 300,000
Option To Buy	\$ 11.695 ⁽⁴⁾					09/23/2011 ⁽⁷⁾ 09/23/2020	Common 160,000
Option To Buy	\$ 15 ⁽⁴⁾					09/23/2011 ⁽⁷⁾ 09/23/2020	Common 150,000
Option To Buy	\$ 15.545 ⁽⁵⁾					03/09/2012 ⁽⁸⁾ 03/09/2021	Common 88,640
Option To Buy	\$ 13.135 ⁽⁵⁾					09/21/2012 ⁽⁷⁾ 09/21/2021	Common 160,000
Restricted Stock Units	⁽⁹⁾					⁽¹⁰⁾ ⁽¹⁰⁾	Common 160,000
Performance Share Units	⁽¹¹⁾					⁽¹²⁾ ⁽¹²⁾	Common 46,150
Restricted Share Units	⁽¹³⁾					⁽¹⁴⁾ ⁽¹⁴⁾	Common 35,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

JAFFE DAVID R
C/O ASCENA RETAIL GROUP, INC.
30 DUNNIGAN DRIVE
SUFFERN, NY 10901

X

President & CEO

Signatures

Mary Beth Riley, by power of
attorney

07/06/2012

__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) This transaction was executed in multiple trades ranging from \$18.70 to \$18.77. The price reported above reflects the weighted average sale price. Detailed information regarding the number of shares sold at each separate price will be provided upon request by the Commission staff, the issuer or a security holder of the issuer.
 - (2) This transaction was executed in multiple trades ranging from \$18.85 to \$18.87. The price reported above reflects the weighted average sale price. Detailed information regarding the number of shares sold at each separate price will be provided upon request by the Commission staff, the issuer or a security holder of the issuer.
 - (3) Granted under the Company's 1995 Stock Option Plan
 - (4) Granted under the Company's 2001 Stock Incentive Plan
 - (5) Granted under the Company's 2010 Stock Incentive Plan.
 - (6) Exercisable in five equal annual installments with the first installment on the date indicated.
 - (7) Exercisable in four equal annual installments with the first installment on the date indicated.
 - (8) Vests 100% one year from date of grant.
 - (9) Each restricted stock unit ("RSU") represents a contingent right to receive one share of Ascena common stock under the 2014 LTIP.
 - (10) The number of RSU's to be received will be based upon the percentage achievement by Ascena of certain financial performance targets for Ascena's fiscal years 2012, 2013 and 2014.
 - (11) These shares of performance based shares were awarded under the Company's 2011 Long Term Incentive Plan (the "2011 LTIP").
 - (12) These shares vest 1/3 on each of the following dates: July 30, 2012, July 30, 2013, and July 30, 2014.
 - (13) Restricted share units issued under the Company's 2010 Stock Incentive Plan.
 - (14) These units vested in two equal installments on June 19, 2013 and June 19, 2014.

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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