

Byrd-Rohleder Belinda J.
Form 3
September 27, 2017

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	
Â Byrd-Rohleder Belinda J.		(Month/Day/Year)	TUESDAY MORNING CORP/DE [TUES]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
6250 LBJ FREEWAY			(Check all applicable)	
(Street)			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) SVP and GMM	
DALLAS,Â TXÂ 75240			6. Individual or Joint/Group Filing(Check Applicable Line)	
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person	

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	31,293 ⁽¹⁾	D	Â

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

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

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

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				Shares		(I) (Instr. 5)	
Employee Stock Option (Right to Buy)	Â (2)	09/03/2025	Common Stock	11,392	\$ 7.9	D	Â
Employee Stock Option (Right to Buy)	Â (3)	11/02/2025	Common Stock	15,000	\$ 5.95	D	Â
Employee Stock Option (Right to Buy)	Â (4)	09/01/2026	Common Stock	10,645	\$ 6.71	D	Â
Employee Stock Option (Right to Buy)	Â (5)	02/23/2027	Common Stock	30,139	\$ 3.95	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Byrd-Rohleder Belinda J. 6250 LBJ FREEWAY DALLAS, TX 75240	Â	Â	Â SVP and GMM	Â

Signatures

/s/Belinda J. Byrd-Rohlder, by Bridgett Zeterberg, Attorney
in Fact 09/27/2017

__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).
- (1) Includes 15,822 shares of performance-based restricted stock granted pursuant to the Company's 2014 Long-Term Incentive Plan. Reflects the maximum number of shares that may vest under the performance-based restricted stock award.
- (2) The options were granted pursuant to the Company's 2014 Long-Term Incentive Plan and vest in equal installments on September 3, 2016, September 3, 2017, September 3, 2018 and September 3, 2019.
- (3) The options were granted pursuant to the Company's 2014 Long-Term Incentive Plan and vest in equal installments on November 2, 2016, November 2, 2017, November 2, 2018 and November 2, 2019.
- (4) The options were granted pursuant to the Company's 2014 Long-Term Incentive Plan and vest in equal installments on September 1, 2017, September 1, 2018, September 1, 2019 and September 1, 2020.
- (5) The options were granted pursuant to the Company's 2014 Long-Term Incentive Plan and vest in equal installments on February 23, 2018, February 23, 2019, February 23, 2020 and February 23, 2021.

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Remarks:

SeeÂ PowerÂ ofÂ AttorneyÂ -Â ExhibitÂ 24.1

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.