

BUILD A BEAR WORKSHOP INC
 Form 4
 July 06, 2007

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

OMB APPROVAL

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

3. Date of Earliest Transaction
 (Month/Day/Year)
 07/03/2007

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

(Street)
 ST. LOUIS, MO 63114

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

(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 Beneficial Ownership (Instr. 4)			
				(A) or (D)	Price					
Common Stock	07/03/2007		S ⁽¹⁾	V	\$ 59,815 (1)	D	25.88 (2)	2,691,883	I	Smart Stuff, Inc.
Common Stock	07/03/2007		G ⁽³⁾	V	17,500 (3)	D	(4)	2,674,383	I	Smart Stuff, Inc.
Common Stock	07/03/2007		G ⁽³⁾	V	16,000 (3)	D	(4)	2,658,383	I	Smart Stuff, Inc.
Common Stock	07/03/2007		G ⁽³⁾	V	12,500	D	(4)	2,645,883	I	Smart

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.

The sale was effected on multiple transactions, at various prices, on July 3, 2007, as follows: 1,100 shares at \$25.98; 4,600 shares at \$25.97; 19,700 shares at \$25.925; 200 shares at \$25.92; 600 shares at \$25.91; 1,600 shares at \$25.9; 5,300 shares at \$25.89; 100 shares at

(2) \$25.88; 3,800 shares at \$25.87; 2,300 shares at \$25.86; 5,015 shares at \$25.85; 1,000 shares at \$25.84; 500 shares at \$25.83; 1,000 shares at \$25.82; 3,300 shares at \$25.81; 5,300 shares at \$25.8; 1,200 shares at \$25.79; 1,300 shares at \$25.78; 1,200 shares at \$25.77; 700 shares at \$25.76. The weighted average sale price was \$25.88 per share.

(3) Bona fide gift to charity by Smart Stuff, Inc.

(4) Price is not applicable to acquisitions or dispositions resulting from bona fide gifts.

After giving effect to the transactions reported in this Form 4, Ms. Clark directly beneficially owns 94,549 shares of common stock and

(5) 72,814 shares of restricted stock and 2,623,783 shares indirectly through Smart Stuff, Inc. of Build-A-Bear Workshop, Inc. In addition, Ms. Clark holds vested options to purchase 152,468 shares of Build-A-Bear Workshop, Inc.'s common stock.

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.