Edgar Filing: MERRYMAN BRYAN J - Form 4

MERRYMAN	N BRYAN J									
Form 4 August 04, 20	10									
								OMB A	PPROVAL	
FORM	UNITED S		RITIES A shington,			NGE	COMMISSION		3235-0287	
Check this if no longe subject to Section 16 Form 4 or Form 5 obligation may contin	uant to Section 1) of the Public U	F CHANGES IN BENEFICIAL OWNERSH SECURITIES Section 16(a) of the Securities Exchange Act of Public Utility Holding Company Act of 1935 or					Expires: January 3 200 Estimated average burden hours per response 0			
See Instruc	ction	30(h) of the In	vestment	Company	y Act	of 19	40			
1(b). (Print or Type Ro	esponses)									
1. Name and Ac MERRYMA	Symbol	 2. Issuer Name and Ticker or Trading Symbol ROCKY MOUNTAIN CHOCOLATE FACTORY INC [RMCF] 3. Date of Earliest Transaction (Month/Day/Year) 				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
						_X_Director10% Owner				
(Last)						below)	title Other (specify below) CFO Treasurer			
265 TURNE	R DRIVE	08/04/2	010							
		4. If Amendment, Date Original Filed(Month/Day/Year)				 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person 				
DURANGO,	CO 81303							More than One Re		
(City)	(State) (2	Zip) Tab	le I - Non-D	erivative S	Securi	ties Ac	quired, Disposed o	f, or Beneficial	lly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		Code (Instr. 8)	Disposed	l (A) o l of (D 4 and (A) or)	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	08/04/2010	08/04/2010	S	1,500	D	\$ 9.5	111,627	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)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	4. Transacti Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		Date	7. Title Amount Underly Securiti (Instr. 3	t of ving es	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Own Follo Repo Trans (Instr
			Code V	. ,	Date Exercisable	Expiration Date	o Title N o	Jumber		

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Reporting Owners

Reporting Owner Name / Addr	ess	Relationships							
	Director	10% Owner	Officer	Other					
MERRYMAN BRYAN J 265 TURNER DRIVE DURANGO, CO 81303	Х		COO/CFO Treasurer						
Signatures									
Bryan J. Merryman	08/04/2010								
<u>**</u> 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).

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.