

CHEROKEE INC  
Form 4  
September 17, 2015

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
RAVICH JESS M

(Last) (First) (Middle)

C/O CHEROKEE INC., 5990  
SEPULVEDA BLVD SUITE 600

(Street)

SHERMAN OAKS, CA 91411

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
CHEROKEE INC [CHKE]

3. Date of Earliest Transaction  
(Month/Day/Year)  
09/15/2015

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)

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 or Price   |  |   |
| Common Stock                    | 09/15/2015                           |  | P                              |   | 230 A \$ 14.2299  | 139,143  | D   |
| Common Stock                    | 09/15/2015                           |  | P                              |   | 300 A \$ 14.45  | 139,443  | D   |
| Common Stock                    | 09/15/2015                           |  | P                              |   | 348 A \$ 14.2099  | 139,791  | D   |
| Common Stock                    | 09/15/2015                           |  | P                              |   | 600 A \$ 14.4946  | 140,391  | D   |
| Common Stock                    | 09/15/2015                           |  | P                              |   | 800 A \$ 14.4437  | 141,191  | D   |

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|              |            |   |        |   |            |         |   |
|--------------|------------|---|--------|---|------------|---------|---|
| Common Stock | 09/15/2015 | P | 926    | A | \$ 14.4899 | 142,117 | D |
| Common Stock | 09/15/2015 | P | 1,000  | A | \$ 14.4779 | 143,117 | D |
| Common Stock | 09/15/2015 | P | 1,000  | A | \$ 14.4684 | 144,117 | D |
| Common Stock | 09/15/2015 | P | 1,000  | A | \$ 14.4877 | 145,117 | D |
| Common Stock | 09/15/2015 | P | 1,000  | A | \$ 14.4952 | 146,117 | D |
| Common Stock | 09/15/2015 | P | 1,000  | A | \$ 14.4966 | 147,117 | D |
| Common Stock | 09/15/2015 | P | 1,000  | A | \$ 14.4807 | 148,117 | D |
| Common Stock | 09/15/2015 | P | 1,086  | A | \$ 14.2    | 149,203 | D |
| Common Stock | 09/15/2015 | P | 1,984  | A | \$ 14.4467 | 151,187 | D |
| Common Stock | 09/15/2015 | P | 5,000  | A | \$ 14.25   | 156,187 | D |
| Common Stock | 09/15/2015 | P | 5,000  | A | \$ 14.2    | 161,187 | D |
| Common Stock | 09/15/2015 | P | 10,000 | A | \$ 14.0857 | 171,187 | D |
| Common Stock | 09/15/2015 | P | 10,000 | A | \$ 14.1935 | 181,187 | D |
| Common Stock | 09/15/2015 | P | 25,000 | A | \$ 14.2033 | 206,187 | D |
| Common Stock | 09/15/2015 | P | 400    | A | \$ 14.239  | 206,587 | D |
| Common Stock | 09/15/2015 | P | 500    | A | \$ 14.4982 | 207,087 | D |
| Common Stock | 09/15/2015 | P | 652    | A | \$ 14.23   | 207,739 | D |

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

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(9-02)

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

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| 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) | 8. F...      |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title        | Amount or Number of Shares |
| Common Stock Options (right to buy)        | \$ 13.06   |                                      |  |                                |   | 06/18/2012   | 06/18/2019  | Common Stock | 5,500                      |
| Common Stock Options (right to buy)        | \$ 12.65   |                                      |  |                                |   | 06/27/2013   | 06/27/2020  | Common Stock | 5,500                      |
| Restricted Stock Units                     | (1)  |                                      |  |                                |   | 06/27/2016   | 06/27/2016  | Common Stock | 1,500                      |
| Common Stock Options (right to buy)        | \$ 22.94   |                                      |  |                                |   | 06/08/2016   | 06/08/2022  | Common Stock | 16,666                     |
| Common Stock Options (right to buy)        | \$ 22.94   |                                      |  |                                |   | 06/08/2017   | 06/08/2022  | Common Stock | 16,667                     |
| Common Stock Options (right to buy)        | \$ 22.94   |                                      |  |                                |   | 06/08/2018   | 06/08/2022  | Common Stock | 16,667                     |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

RAVICH JESS M  
C/O CHEROKEE INC. X  
5990 SEPULVEDA BLVD SUITE 600  
SHERMAN OAKS, CA 91411

## Signatures

Jason Boling under POA for Jess M. 09/17/2015  
Ravich

\_\_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) Each restricted stock unit represents a contingent right to receive one share of common stock of Cherokee Inc.

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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