

REISLER WILLIAM  
Form 4  
November 04, 2004

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

OMB APPROVAL

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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 \*  
REISLER WILLIAM

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)

3. Date of Earliest Transaction (Month/Day/Year)  
11/02/2004

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

233 WEST 47TH STREET

(Street)

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

KANSAS CITY, MO 64112

(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)
			Code	V Amount (A) or (D) Price			
Common Stock					10,352	I	KCEP Ventures II, L.P.
Common Stock	11/02/2004		C	268,257 A (1)	278,609	I	KCEP Ventures II, L.P.
Common Stock	11/02/2004		C	33,735 A (1)	312,344	I	KCEP Ventures II, L.P.
Common Stock	11/02/2004		C	311,003 A (1)	623,347	I	KCEP Ventures

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Common Stock	11/02/2004		C	39,112	A	Ⓐ	662,459	I	II, L.P. KCEP Ventures II, L.P.
Common Stock	11/02/2004		C	511,512	A	Ⓐ	1,173,971	I	KCEP Ventures II, L.P.
Common Stock	11/02/2004		S	586,986	D	\$ 18.6	586,985	I	KCEP Ventures II, L.P.

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)

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 or Number of Shares
Series A-4 Convertible Preferred Stock	(3)	11/02/2004		C	205,824	(2) (2)	Common Stock 268,257
Series A-5 Convertible Preferred Stock	(3)	11/02/2004		C	25,884	(2) (2)	Common Stock 33,735
Series B-3 Convertible Preferred Stock	(4)	11/02/2004		C	311,003	(2) (2)	Common Stock 311,003
Series B-4 Convertible Preferred Stock	(4)	11/02/2004		C	39,112	(2) (2)	Common Stock 39,112
Series D-1	(5)	11/02/2004		C	426,230	(2) (2)	Common 511,512

Convertible  
Preferred  
Stock

Stock

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
REISLER WILLIAM 233 WEST 47TH STREET KANSAS CITY, MO 64112		X		

## Signatures

/s/ John Burtelow, Attorney-in-fact for William  
Reisler

11/04/2004

\_\_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) Price is not applicable to conversion of preferred stock to common stock.
- (2) Convertible upon demand. All shares of preferred stock will convert automatically upon consummation of the Company's initial public offering.
- (3) 1.303334-to-1.
- (4) 1-to-1.
- (5) 1.200083-to-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.