

MADDEN JOHN L  
Form 4  
August 09, 2010

**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 \*  
MADDEN JOHN L  
  
(Last) (First) (Middle)

2. Issuer Name and Ticker or Trading Symbol  
STEVEN MADDEN, LTD. [SHOO]

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)

C/O STEVEN MADDEN,  
LTD., 52-16 BARNETT AVENUE  
  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
08/05/2010

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

LONG ISLAND CITY, NY 11104  
  
(City) (State) (Zip)

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

**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 Ownership (Instr. 4)
				(A) or (D) Price			
Common Stock, par value \$0.0001 per share	08/05/2010		S	2,000 D	\$ 39.516 38,500	D	
Common Stock, par value \$0.0001 per share	08/05/2010		S	2,000 D	\$ 39.574 36,500	D	
Common Stock, par	08/06/2010		S	2,000 D	\$ 39.5 34,500	D	

