

ICONIX BRAND GROUP, INC.
Form 4
June 09, 2009

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 *
COLE NEIL

2. Issuer Name and Ticker or Trading Symbol
ICONIX BRAND GROUP, INC.
[ICON]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
06/09/2009

Director 10% Owner
 Officer (give title below) Other (specify below)
Chairman, President and CEO

C/O ICONIX BRAND GROUP, INC., 1450 BROADWAY

(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

NEW YORK, NY 10018

(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		
				Code	V	Amount	
Common Stock	06/09/2009		M		25,000	A	\$ 0.9688 1,593,704 ⁽¹⁾ D
Common Stock	06/09/2009		M		139,500	A	\$ 1.125 1,733,204 ⁽¹⁾ D
Common Stock	06/09/2009		M		10,125	A	\$ 1.125 1,743,329 ⁽¹⁾ D
Common Stock	06/09/2009		M		162,000	A	\$ 1.125 1,905,329 ⁽¹⁾ D
Common Stock	06/09/2009		M		10,000	A	\$ 1.125 1,915,329 ⁽¹⁾ D

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Common Stock	06/09/2009	M	15,134	A	\$ 1.25	1,903,463 ⁽¹⁾	D	
Common Stock	06/09/2009	S	361,759	D	\$ 15	1,568,704 ⁽¹⁾	D	
Common Stock	06/09/2009	S	288,241	D	\$ 15	1,280,463 ⁽¹⁾	D	
Common Stock						20,000	I	As custodian for children ⁽²⁾
Common Stock						15,194	I	By 401(K) Plan

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

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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)	Amount of Underlying Securities (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Number of Shares
Employee Stock Option (right to buy)	\$ 0.9688	06/09/2009		M	25,000	02/01/2000 02/01/2010	Common Stock	25,000	
Employee Stock Option (right to buy)	\$ 1.125	06/09/2009		M	139,500	07/18/2000 07/18/2010	Common Stock	139,500	
Employee Stock Option (right to buy)	\$ 1.125	06/09/2009		M	10,125	07/18/2000 07/18/2010	Common Stock	10,125	

