

FINISH LINE INC /IN/
Form 4
March 26, 2010

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 *
COHEN ALAN H

(Last) (First) (Middle)
3308 N. MITTHOEFFER ROAD
(Street)

INDIANAPOLIS, IN 46235

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
FINISH LINE INC /IN/ [FINL]

3. Date of Earliest Transaction
(Month/Day/Year)
03/24/2010

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)
Chairman of the Board

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)
			Code	V	Amount (A) or (D) Price		
Class A Common Stock	03/24/2010		M		9,800 A \$ 0	9,800	D
Class A Common Stock	03/24/2010		S		9,800 D \$ 14.509 (2)	0	D
Class A Common Stock	03/25/2010		M		40,200 A \$ 0	40,200	D
Class A Common	03/25/2010		S		40,200 D \$ 14.616	0	D

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Stock								(3)
Class A Common Stock	03/26/2010		M	50,000	A	\$ 0	50,000	D
Class A Common Stock	03/26/2010		S	50,000	D	\$ 15.538	0	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)

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
Class B Common Stock	\$ 1 (1)	03/24/2010		M	9,800	08/08/1988 08/08/1988	Class A Common Stock 9,800
Class B Common Stock	\$ 1 (1)	03/25/2010		M	40,200	08/08/1988 08/08/1988	Class A Common Stock 40,200
Class B Common Stock	\$ 1 (1)	03/26/2010		M	50,000	08/08/1988 08/08/1988	Class A Common Stock 50,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COHEN ALAN H 3308 N. MITTHOEFFER ROAD INDIANAPOLIS, IN 46235	X	X	Chairman of the Board	

Signatures

/s/ Gary D. Cohen as attorney
in fact

03/26/2010

__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) Shares of Class B Common Stock are immediately convertible into shares of Class A Common Stock on a one-to-one basis for no additional consideration
- (2) Represents the weighted average price for shares sold at a range between \$14.50 and \$14.53. The filer will provide full information regarding the number of shares sold at each price upon request by the issuer, SEC Staff or any security holder of the Company.
- (3) Represents the weighted average price for shares sold at a range between \$14.52 and \$14.73. The filer will provide full information regarding the number of shares sold at each price upon request by the issuer, SEC Staff or any security holder of the Company.
- (4) Represents the weighted average price for shares sold at a range between \$15.35 and \$15.69. The filer will provide full information regarding the number of shares sold at each price upon request by the issuer, SEC Staff or any security holder of the Company.

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.