

JAFFE DAVID R  
Form 4  
July 06, 2012

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
JAFFE DAVID R

(Last) (First) (Middle)

C/O ASCENA RETAIL GROUP, INC., 30 DUNNIGAN DRIVE

(Street)

SUFFERN, NY 10901

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Ascena Retail Group, Inc. [ASNA]

3. Date of Earliest Transaction (Month/Day/Year)  
07/03/2012

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)

President & CEO

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)
Common	07/03/2012		S	25,000	D 18.7382 9,993,728	D	
					\$ (1)		
Common	07/05/2012		S	20,000	D 18.8675 9,973,728	D	
					\$ (2)		

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474 (9-02)

Edgar Filing: JAFFE DAVID R - Form 4

**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 Number Shares
Options to Buy	\$ 3.38 <sup>(3)</sup>					12/09/2003 <sup>(6)</sup>	12/09/2012	Common	600,000
Option To Buy	\$ 5.92 <sup>(4)</sup>					10/12/2006 <sup>(6)</sup>	10/12/2015	Common	600,000
Option to Buy	\$ 7.495 <sup>(4)</sup>					09/18/2009 <sup>(6)</sup>	09/18/2018	Common	500,000
Option To Buy	\$ 8.835 <sup>(4)</sup>					09/24/2010 <sup>(7)</sup>	09/24/2019	Common	160,000
Option To Buy	\$ 15 <sup>(4)</sup>					12/09/2010 <sup>(7)</sup>	12/09/2019	Common	300,000
Option To Buy	\$ 11.695 <sup>(4)</sup>					09/23/2011 <sup>(7)</sup>	09/23/2020	Common	160,000
Option To Buy	\$ 15 <sup>(4)</sup>					09/23/2011 <sup>(7)</sup>	09/23/2020	Common	150,000
Option To Buy	\$ 15.545 <sup>(5)</sup>					03/09/2012 <sup>(8)</sup>	03/09/2021	Common	88,640
Option To Buy	\$ 13.135 <sup>(5)</sup>					09/21/2012 <sup>(7)</sup>	09/21/2021	Common	160,000
Restricted Stock Units	<sup>(9)</sup>					<sup>(10)</sup>	<sup>(10)</sup>	Common	160,000
Performance Share Units	<sup>(11)</sup>					<sup>(12)</sup>	<sup>(12)</sup>	Common	46,150
Restricted Share Units	<sup>(13)</sup>					<sup>(14)</sup>	<sup>(14)</sup>	Common	35,000

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director    10% Owner    Officer    Other

JAFFE DAVID R  
C/O ASCENA RETAIL GROUP, INC.  
30 DUNNIGAN DRIVE  
SUFFERN, NY 10901

X

President & CEO

## Signatures

Mary Beth Riley, by power of  
attorney

07/06/2012

\_\_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) This transaction was executed in multiple trades ranging from \$18.70 to \$18.77. The price reported above reflects the weighted average sale price. Detailed information regarding the number of shares sold at each separate price will be provided upon request by the Commission staff, the issuer or a security holder of the issuer.
  - (2) This transaction was executed in multiple trades ranging from \$18.85 to \$18.87. The price reported above reflects the weighted average sale price. Detailed information regarding the number of shares sold at each separate price will be provided upon request by the Commission staff, the issuer or a security holder of the issuer.
  - (3) Granted under the Company's 1995 Stock Option Plan
  - (4) Granted under the Company's 2001 Stock Incentive Plan
  - (5) Granted under the Company's 2010 Stock Incentive Plan.
  - (6) Exercisable in five equal annual installments with the first installment on the date indicated.
  - (7) Exercisable in four equal annual installments with the first installment on the date indicated.
  - (8) Vests 100% one year from date of grant.
  - (9) Each restricted stock unit ("RSU") represents a contingent right to receive one share of Ascena common stock under the 2014 LTIP.
  - (10) The number of RSU's to be received will be based upon the percentage achievement by Ascena of certain financial performance targets for Ascena's fiscal years 2012, 2013 and 2014.
  - (11) These shares of performance based shares were awarded under the Company's 2011 Long Term Incentive Plan (the "2011 LTIP").
  - (12) These shares vest 1/3 on each of the following dates: July 30, 2012, July 30, 2013, and July 30, 2014.
  - (13) Restricted share units issued under the Company's 2010 Stock Incentive Plan.
  - (14) These units vested in two equal installments on June 19, 2013 and June 19, 2014.

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.