

Sullivan John J.
Form 4
September 21, 2012

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 *
Sullivan John J.

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
C/O ASCENA RETAIL GROUP, INC., 30 DUNNIGAN DRIVE

3. Date of Earliest Transaction (Month/Day/Year)
09/20/2012

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
EVP - Chief Operating Officer

(Street)
SUFFERN, NY 10901

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

(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 Ownership (Instr. 4)
Common				(A) or (D) Price	0	D	

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)

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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 Security (Instr. 3 and 4)
Option to Buy ⁽¹⁾	\$ 14.185					12/06/2012 ⁽²⁾ 12/06/2021 ⁽²⁾	Common 50
Restricted Share Units	⁽³⁾					⁽⁴⁾ ⁽⁴⁾	Common 20
Restricted Share Units	⁽⁶⁾					⁽⁵⁾ ⁽⁵⁾	Common 10
Restricted Stock Units	⁽⁶⁾					⁽⁷⁾ ⁽⁷⁾	Common 10
Option To Buy ⁽¹⁾	\$ 20.79	09/20/2012		A	30,000	09/20/2013 ⁽²⁾ 09/20/2022 ⁽²⁾	Common 30
Restricted Stock Units	⁽⁸⁾ ⁽⁹⁾	09/20/2012		A	12,000	⁽¹⁰⁾ ⁽¹⁰⁾	Common 12
Restricted Share Units	⁽⁶⁾	09/20/2012		A	30,000	⁽¹¹⁾ ⁽¹¹⁾	Common 30

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Sullivan John J. C/O ASCENA RETAIL GROUP, INC. 30 DUNNIGAN DRIVE SUFFERN, NY 10901			EVP - Chief Operating Officer	

Signatures

Mary Beth Riley, Power of Attorney
 09/21/2012
 **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) Granted under the Company's 2010 Stock Incentive Plan.
- (2) Exercisable in four equal installments with the first installment on the date indicated.
- (3) Each restricted stock unit ("RSU") represents a contingent right to receive one share of Ascena common stock.
- (4) 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.
- (5) These shares will vest 50%, with the first vesting on December 6, 2012.
- (6) Restricted share units issued under the Company's 2010 Stock Incentive Plan.
- (7) These units vested in two equal installments on June 19, 2013 and June 19, 2014.
- (8) These shares of performance based stock were awarded under the Company's 2015 Long Term Incentive Plan (the "2015 LTIP").
- (9) Each restricted stock unit ("RSU") represents a contingent right to receive one share of Ascena common stock.
- (10) The number of RSU's to be received will be based upon the percentage of achievement by Ascena of certain financial performance targets for Ascena's fiscal year 2013, 2014 and 2015.
- (11) These shares will vest 10% over three years, these shares will vest 15% in the fourth year, these shares will vest 20% the fifth year, and 35% the sixth year. The first vesting will be September 20, 2013.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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