

JAFFE ELLIOT S  
Form 4  
October 04, 2012

**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 \*  
JAFFE ELLIOT S

(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)

10/02/2012

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)

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 Ownership (Instr. 4)
Common	10/02/2012		M	V 75,000	(A) \$ 5.92	1,124,114	D
Common	10/02/2012		S	75,000	(D) \$ 20.7627 (1)	1,049,114	D
Common	10/03/2012		M	300,000	(A) \$ 5.92	1,349,114	D
Common	10/03/2012		S	300,000	(D) \$ 20.2068 (2)	1,049,114	D
Common	10/04/2012		M	105,000	(A) \$ 5.92	1,154,114	D
Common	10/04/2012		S	105,000	(D) \$ 20.867	1,049,114	D

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(3)

Common	762,938 (4)	I	See Footnote (1)
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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)

**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 Underlying Security (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title
Option To Buy	\$ 5.92 (5)	10/04/2012		M	105,000	10/12/2006(7)	10/12/2015	Common
Option To Buy	\$ 5.92 (5)	10/03/2012		M	300,000	10/12/2006(7)	10/15/2015	Common
Option To Buy	\$ 5.92 (5)	10/02/2012		M	75,000	10/12/2006(7)	10/12/2015	Common
Option to Buy	\$ 7.03 (5)					11/28/2008(8)	11/28/2017	Common
Option to Buy	\$ 7.495 (5)					09/18/2009(7)	09/18/2018	Comon
Option to Buy	\$ 8.835 (5)					09/24/2010(8)	09/24/2019	Common
Option To Buy	\$ 11.645 (5)					09/23/2011(9)	09/23/2020	Common
Option To Buy	\$ 26.27 (6)					09/21/2012(9)	09/21/2021	Common
Restricted Stock Units	(10)					09/20/2013(11)	09/20/2022(11)	Common

