



Edgar Filing: Vera Bradley, Inc. - Form 4

Common Shares	12/15/2015	S	9,298	D	<u>(1)</u> \$ 16.25	140,214	I	<u>(2)</u> See Footnote <u>(3)</u>
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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 Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Reporting Transaction (Instr. 6)
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Colby Kimberly F. C/O VERA BRADLEY, INC. 12420 STONEBRIDGE ROAD ROANOKE, IN 46783			EVP - Design	

## Signatures

/s/ Kevin Sierks, attorney-in-fact for Kimberly F. Colby  
 12/16/2015  
 \*\*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) The prices reported in column 4 are weighted average prices. These shares were sold in multiple transactions at prices ranging from: \$16.29 to \$16.40 for the sales reported in row 1, \$16.29 to \$16.41 for the sales reported in row 2, \$16.29 to \$16.41 for the sales reported

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in row 3, \$16.09 to \$16.43 for the sales reported in row 4 and \$16.09 to \$16.43 for the sales reported in row 5. The reporting person undertakes to provide Vera Bradley, Inc., any security holder of Vera Bradley, Inc. or the staff of the Securities & Exchange Commission upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.

(2) Shares reported in column 5 represent shares held by the Kimberly F. Colby Insurance Trust.

(3) Shares reported in column 5 represent shares held by the Colby Gift Trust.

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.