

CHILDRENS PLACE RETAIL STORES INC
Form SC 13G/A
March 09, 2009

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

SCHEDULE 13G/A

Under the Securities Exchange Act of 1934
(Amendment No.1) *

THE CHILDREN'S PLACE RETAIL STORES
(Name of Issuer)

Common Stock
(Title of Class of Securities)

168905107
(CUSIP Number)

February 28, 2009

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

☒ Rule 13d-1(b)

☐ Rule 13d-1(c)

☐ Rule 13d-1(d)

* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP No. 168905107

1. Name of Reporting Person: Buckingham Capital Management Incorporated.
IRS Identification No. of above person: 13-3276152

2. Check the Appropriate Box if a Member of a Group*:

3. SEC Use Only

4. Citizenship or Place of Organization: Delaware

Number of Shares
Beneficially Owned

5. Sole Voting Power: 1,352,185

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By Each Reporting
Person With

6. Shared Voting Power: 0

7. Sole Dispositive Power: 1,352,185

8. Shared Dispositive Power: 0

9. Aggregate Amount Beneficially Owned by Each Reporting Person: 1,352,185

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares:*

11. Percent of Class Represented by Amount in Row (9): 4.60%

12. Type of Reporting Person*: IA

CUSIP No. 168905107

1. Name of Reporting Person: Buckingham Research Group Incorporated.
IRS Identification No. of above person: 13-3134008

2. Check the Appropriate Box if a Member of a Group*:

3. SEC Use Only

4. Citizenship or Place of Organization: Delaware

Number of Shares
Beneficially Owned
By Each Reporting
Person With

5. Sole Voting Power: 1,352,185

6. Shared Voting Power: 0

7. Sole Dispositive Power: 1,352,185

8. Shared Dispositive Power: 0

9. Aggregate Amount Beneficially Owned by Each Reporting Person: 1,352,185

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares:*

11. Percent of Class Represented by Amount in Row (9): 4.60%

12. Type of Reporting Person*: BD

Schedule 13G of Buckingham Capital Management Incorporated
and Buckingham Research Group Incorporated with
respect to the Class A common stock (the "Common Shares")
of THE CHILDREN'S PLACE RETAIL STORES (the "Company").

Item 1(a) Name of Issuer: THE CHILDREN'S PLACE RETAIL STORES

Item 1(b) Address of Issuer's Principal Executive Offices:
915 Secaucus Road. Secaucus, New Jersey 07094

Item 2(a) Name of Persons Filing:
This statement is being filed by Buckingham Capital
Management Incorporated and Buckingham Research Group
Incorporated. Buckingham Capital Management Incorporated
is a registered investment adviser which acts as the general
partner and investment manager for various private investment

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funds and which also manages other accounts on a discretionary basis. Buckingham Research Group Incorporated, a registered broker-dealer, is the parent company of Buckingham Capital Management Incorporated and thus may be deemed to be the beneficial owner of the securities reported herein.

- Item 2(b) Address of Principal Business Office or, if none, Residence: 750 Third Avenue, Sixth Floor, New York, NY 10017
- Item 2(c) Citizenship:
Each of Buckingham Capital Management Incorporated and Buckingham Research Group Incorporated is a Delaware corporation
- Item 2(d) Title of Class of Securities: Common Stock
- Item 2(e) CUSIP Number: 168905107
- Item 3 If this statement is filed pursuant to Rule 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:
- (a) ☒ Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o)
 - (b) ☐ Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c).
 - (c) ☐ Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c).
 - (d) ☐ Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8).
 - (e) ☒ An investment adviser in accordance with Rule 240.13d-1(b)(1)(ii)(E);
 - (f) ☐ An employee benefit plan or endowment fund in accordance with Rule 240.13d-1(b)(1)(ii)(F);
 - (g) ☐ A parent holding company or control person in accordance with Rule 240.13d-1(b)(1)(ii)(G);
 - (h) ☐ A savings associations ad defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
 - (i) ☐ A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
 - (j) ☐ Group, in accordance with Rule 240.13d-1(b)(1)(ii)(J).

Item 4 Ownership

- (a) Amount Beneficially Owned: 1,352,185
- (b) Percent of class: 4.60% (based on the 29,379,000 Common Shares reported to be outstanding on Bloomberg as of 12/31/08).
- (c) Number of shares as to which the person has:
- (i) Sole power to vote or to direct the vote: 1,352,185
 - (ii) Shared power to vote or to direct the vote: 0
 - (iii) Sole power to dispose or to direct the disposition of: 1,352,185
 - (iv) Shared power to dispose or to direct the disposition of: 0

Item 5 Ownership of Five Percent or less of a Class: Not applicable.

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Item 6 Ownership of More than Five Percent on Behalf of Another Person:
Not applicable.

Item 7 Identification and Classification of the Subsidiary, Which
Acquired the Security, Being Reported on By the Parent Holding
Company: Not applicable.

Item 8 Identification and Classification of Members of the Group:
Not applicable.

Item 9 Notice of Dissolution of Group: Not applicable.

Item 10 Certification (if filing pursuant to Rule 240.13d-1(b)):

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: March 09, 2009

BUCKINGHAM CAPITAL MANAGEMENT, INC.

By:/s/David B. Keidan
David B. Keidan, President

BUCKINGHAM RESEARCH GROUP INCORPORATED

By:/s/David B. Keidan
David B. Keidan, President