

MCCARVEL JOHN P  
Form 4  
June 30, 2011

**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 \*  
MCCARVEL JOHN P

(Last) (First) (Middle)  
C/O CROCS, INC., 6328  
MONARCH PARK PLACE  
(Street)

NIWOT, CO 80503  
(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Cross, Inc. [CROX]

3. Date of Earliest Transaction  
(Month/Day/Year)  
06/28/2011

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)  
Chief Executive Officer

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V   | Amount (A) or (D) Price   |  |                                   |
| Common Stock                    | 06/28/2011                           |  | A                              |   | 78,337<br>(1)   | A  | \$ 0 347,786 D                    |
| Common Stock                    | 06/29/2011                           |  | A                              |   | 38,986<br>(2)   | A  | \$ 0 386,772 D                    |

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

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SEC 1474  
(9-02)

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**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) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares  |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                         |       |
|--|---------------|-----------|-------------------------|-------|
|  | Director      | 10% Owner | Officer                 | Other |
| MCCARVEL JOHN P<br>C/O CROCS, INC.<br>6328 MONARCH PARK PLACE<br>NIWOT, CO 80503 |               | X         | Chief Executive Officer |       |

## Signatures

/s/ Jason Day,  
Attorney-in-Fact

06/30/2011

\_\_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).

Represents 78,337 restricted stock units granted to the reporting person under the issuer's 2007 Equity Incentive Plan (As Amended and Restated). Each restricted stock unit represents the contingent right to receive one share of the issuer's common stock. The restricted stock units vest as follows: (i) one-third of the restricted stock units vest in three equal annual installments on June 15, 2012, June 15, 2013 and (1) June 15, 2014, provided that the reporting person remains employed by the issuer as of each vesting date, and (ii) up to two-thirds of the restricted stock units vest in two equal annual installments on the date in 2013 that the issuer's compensation committee certifies that certain performance metrics are achieved and one year from that date, respectively, provided that the reporting person remains employed by the issuer as of each vesting date.

Represents 38,986 restricted stock units granted to the reporting person under the issuer's 2007 Equity Incentive Plan (As Amended and Restated). Each restricted stock unit represents the contingent right to receive one share of the issuer's common stock. The restricted stock units vest in three equal annual installments on June 29, 2012, June 29, 2013 and June 29, 2014.

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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