LESTER HOWARD

Form 4 May 27, 2010

FORM 4

OMB APPROVAL

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

OMB Number:

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Check this box if no longer

January 31, Expires: 2005

subject to Section 16. Form 4 or

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

Estimated average burden hours per response... 0.5

Form 5 obligations may continue.

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 See Instruction

1(b).

(Print or Type Responses)

1. Name and A LESTER HO	ddress of Reporting F DWARD	Symbol	er Name and Ticker or Trading	5. Relationship of Reporting Person(s) to Issuer			
(I+)	(Einst) (A)		AMS SONOMA INC [WSM]	(Check all applicable)			
(Last) 3250 VAN N	(First) (N	,	of Earliest Transaction Day/Year) 2010	_X_ Director 10% Owner _X_ Officer (give title Other (specify below) CHAIRMAN & CEO			
			endment, Date Original onth/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person			
SAN FRANCISCO, CA 94109 — Form filed by More than One Reporting Person							
(City)	(State)	(Zip) Tab	ole I - Non-Derivative Securities Acc	quired, Disposed of, or Beneficially Owned			
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		Code (D)	5. Amount of Securities Form: Direct Indirect Beneficially (D) or Beneficial Owned Indirect (I) Ownership Following (Instr. 4) (Instr. 4) Reported Transaction(s) (Instr. 3 and 4)			
Common Stock	05/26/2010		M 35,195 A \$0	2,053,139 I by Trust			
Common Stock				512 I by Managed Account			

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)

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 iorDerivative 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 Underlying Securitie (Instr. 3 and 4)	
	Ţ			Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amour Numbe Shares
Restricted Stock Units	(1)	05/26/2010		M	(/	35,195	(2)	(2)	Common Stock	35,19
Restricted Stock Units	(1)	05/26/2010		A	125,000		<u>(3)</u>	<u>(3)</u>	Common Stock	125,0
Restricted Stock Units	<u>(4)</u>	05/26/2010		A	125,000		<u>(3)</u>	(3)	Common Stock	125,0

Reporting Owners

Reporting Owner Name / Address	Relationships					
1 8	Director	10% Owner	Officer	Other		
LESTER HOWARD 3250 VAN NESS AVENUE SAN FRANCISCO, CA 94109	X & CFO		CHAIRMAN & CEO			
Signatures						
By: Attorney-in-Fact: Laurel Pier Lester	05/27/2010					

**Signature of Reporting Person 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).

Date

- (1) Each restricted stock unit represents a contingent right to receive one share of WSM common stock.
- (2) The restricted stock units vested on Mr. Lester's retirement on May 26, 2010 pursuant to the terms of Mr. Lester's retirement and consulting agreement dated January 25, 2010 (the "Consulting Agreement").
- (3) These units will vest in monthly installments through December 29, 2012 per the terms of the Consulting Agreement. Vested shares, or cash as applicable, will be delivered to the reporting person on the last business day of each calendar year.
- (4) Each unit represents a contingent right to receive a cash payment equal to the Fair Market Value on the vest date of one share of WSM common stock.

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.

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