

Vera Bradley, Inc.
Form 4
November 17, 2016

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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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 *
Ray Michael C.

2. Issuer Name and Ticker or Trading Symbol
Vera Bradley, Inc. [VRA]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
C/O VERA BRADLEY, INC., 12420
STONEBRIDGE ROAD

3. Date of Earliest Transaction
(Month/Day/Year)
11/15/2016

____ Director
____ Officer (give title below)
 10% Owner
____ Other (specify below)

(Street)
ROANOKE, IN 46783

4. If Amendment, Date Original Filed(Month/Day/Year)

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 Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
				Code V	Amount		
Common Stock	11/15/2016		S	8,000 (1)	D	\$ 14.86 (2)	269,462 D
Common Stock	11/16/2016		S	1,600 (1)	D	\$ 15.26 (2)	267,862 D
Common Stock	11/15/2016		S	19,000 (1)	D	\$ 14.85 (3)	836,596 (4) I

By Michael Ray 2009 Grantor Retained Annuity Trust

Common Stock	11/16/2016	S	<u>3,800</u> ⁽¹⁾	D	\$ <u>15.26</u> ⁽³⁾	832,796 ⁽⁴⁾	I	By Michael Ray 2009 Grantor Retained Annuity Trust
Common Stock						6,610,469 ⁽⁴⁾	I	By Barbara B. Baekgaard 2009 Grantor Retained Annuity Trust
Common Stock						173,519 ⁽⁴⁾ <u>⁽⁵⁾</u>	I	By Anne-Marie Ray 2015 Grantor Retained Annuity Trust
Common Stock						126,481 ⁽⁴⁾ <u>⁽⁵⁾</u>	I	By Anne-Marie Ray Revocable Trust
Common Stock						200,000 ⁽⁴⁾	I	By Anne-Marie Ray 2016 Grantor Retained Annuity Trust #1

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.

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(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	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. Nu Deriv Secur Bene Own Follo Repo
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Disposed
of (D)
(Instr. 3,
4, and 5)

Trans
(Instr

Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Ray Michael C. C/O VERA BRADLEY, INC. 12420 STONEBRIDGE ROAD ROANOKE, IN 46783		X		

Signatures

/s/ Michael C.
Ray 11/17/2016
**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 sales reported in this Form 4 were effected under a Rule 10b5-1 trading plan dated June 29, 2016.

The prices reported in column 4 are weighted average prices. The shares sold on November 15, 2016 were sold in multiple transactions at prices ranging from \$14.75 to \$15.05, inclusive, and the shares sold on November 16, 2016 were sold in multiple transactions at prices ranging from \$15.19 to \$15.34, inclusive. The reporting person undertakes to provide the Issuer, any security holder of the Issuer, or the staff of the Securities and 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) The prices reported in column 4 are weighted average prices. The shares sold on November 15, 2016 were sold in multiple transactions at prices ranging from \$14.73 to \$15.05, inclusive, and the shares sold on November 16, 2016 were sold in multiple transactions at prices ranging from \$15.20 to \$15.34, inclusive. The reporting person undertakes to provide the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.

(4) The reporting person disclaims beneficial ownership of these shares.

(5) On October 3, 2016, the Anne-Marie Ray 2015 Grantor Retained Annuity Trust made an annuity payment of 126,481 shares to Anne-Marie Ray, who, in turn, assigned the shares to the Anne-Marie Ray Revocable 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.