

SOTHEBYS HOLDINGS INC
Form 4
March 17, 2006

FORM 4

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

OMB APPROVAL

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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 *
Phillips Diana

2. Issuer Name and Ticker or Trading Symbol
SOTHEBYS HOLDINGS INC
[BID]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
38500 WOODWARD AVENUE, SUITE 100

(Street)

3. Date of Earliest Transaction (Month/Day/Year)
03/15/2006

___ Director ___ 10% Owner
 Officer (give title below) ___ Other (specify below)
EVP & WW Director of Press

BLOOMFIELD HILLS, MI 48304

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

(City) (State) (Zip)

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		
Class A Limited Voting Common Stock	03/15/2006		M	30,000	A	Ⓐ	35,624 ⁽²⁾	D
Class A Limited Voting Common Stock	03/15/2006		S	11,900	D	\$ 23.85	23,724 ⁽²⁾	D
	03/15/2006		S	700	D		23,024 ⁽²⁾	D

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Class A Limited Voting Common Stock					\$ 23.86		
Class A Limited Voting Common Stock	03/15/2006	S	500	D	\$ 23.88	22,524 ⁽²⁾	D
Class A Limited Voting Common Stock	03/15/2006	S	200	D	\$ 23.89	22,324 ⁽²⁾	D
Class A Limited Voting Common Stock	03/15/2006	S	1,600	D	\$ 23.9	20,724 ⁽²⁾	D
Class A Limited Voting Common Stock	03/15/2006	S	6,600	D	\$ 23.91	14,124 ⁽²⁾	D
Class A Limited Voting Common Stock	03/15/2006	S	1,800	D	\$ 23.92	12,324 ⁽²⁾	D
Class A Limited Voting Common Stock	03/15/2006	S	6,700	D	\$ 23.93	5,624 ⁽²⁾	D

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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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivative Securities	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount Underlying Securities (Instr. 3 and 4)
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