

BASSETT JOHN E III  
 Form 4  
 July 16, 2012

**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 \*  
 BASSETT JOHN E III

2. Issuer Name and Ticker or Trading Symbol  
 BASSETT FURNITURE INDUSTRIES INC [BSET]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
 07/16/2012

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 Senior Vice President, Wood

BASSETT FURNITURE INDUSTRIES INC, 3525 FAIRYSTONE PARK HWY  
 (Street)

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

BASSETT, VA 24055  
 (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 Ownership (Instr. 4)
				(A) or (D)	Price		
			Code	V	Amount	(D)	Price
Common	07/12/2012		S		1,000	D	\$ 11.4
					23,497 <sup>(3)</sup>	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)

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

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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)	Amount or Number of Shares
				Code V	(A) (D)	Date Exercisable Expiration Date	Title	
Option <sup>(1)</sup>	\$ 21.12	02/24/2004		A	12,500	11/15/2004 02/23/2014	Common	12,500
OPTION <sup>(1)</sup>	\$ 10.6	10/17/2007		A	4,000	10/17/2008 10/16/2017	COMMON	4,000
OPTION <sup>(1)</sup>	\$ 10.6	10/17/2007		A	4,000	10/17/2009 10/16/2017	COMMON	4,000
OPTION <sup>(1)</sup>	\$ 10.6	10/17/2007		A	4,000	10/17/2010 10/16/2017	COMMON	4,000
Option <sup>(2)</sup>	\$ 4.38	07/14/2010		A	4,000	07/14/2011 07/13/2020	Commn	4,000
Option <sup>(2)</sup>	\$ 4.38	07/14/2010		A	4,000	07/14/2012 07/13/2020	Common	4,000
Option <sup>(2)</sup>	\$ 4.38	07/14/2010		A	4,000	07/14/2013 07/13/2020	Common	4,000
Option <sup>(2)</sup>	\$ 4.38	07/14/2010		A	4,000	07/14/2014 07/13/2020	Common	4,000
OPTION <sup>(2)</sup>	\$ 8.02	07/13/2011		A	2,000	07/13/2012 07/12/2021	COMMON	2,000
OPTION <sup>(2)</sup>	\$ 8.02	07/13/2011		A	2,000	07/13/2013 07/12/2021	COMMON	2,000
OPTION <sup>(2)</sup>	\$ 8.02	07/13/2011		A	2,000	07/13/2014 07/12/2021	COMMON	2,000
OPTION <sup>(2)</sup>	\$ 8.02	07/13/2011		A	2,000	07/13/2016 07/12/2021	COMMON	2,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BASSETT JOHN E III BASSETT FURNITURE INDUSTRIES INC 3525 FAIRYSTONE PARK HWY BASSETT, VA 24055			Senior Vice President, Wood	

## Signatures

John E Bassett  
III 07/16/2012

\_\_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) Granted under the 1997 Employee Stock Plan which is a rule 16b-3 Plan.
- (2) GRANTED UNDER THE 2010 STOCK INCENTIVE PLAN WHICH IS A RULE 16B-3 PLAN.
- (3) Includes shares acquired under the 2000 Employee Stock Purchase Plan in transactions exempt under Rule 16b-3 (c).

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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