

BUILD A BEAR WORKSHOP INC  
 Form 4  
 July 06, 2007

**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 \*  
 Clark Maxine

2. Issuer Name and Ticker or Trading Symbol  
 BUILD A BEAR WORKSHOP INC  
 [BBW]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
 07/03/2007

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
 CEBear & Chairman of the Board

C/O BUILD-A-BEAR WORKSHOP, INC., 1954 INNERBELT BUSINESS CENTER DRIVE

(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

ST. LOUIS, MO 63114

(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)
			Code	V Amount (A) or (D) Price			
Common Stock	07/03/2007		S <sup>(1)</sup>	V 59,815 (1) D 25.88 (2)	2,691,883	I	Smart Stuff, Inc.
Common Stock	07/03/2007		G <sup>(3)</sup>	V 17,500 (3) D (4)	2,674,383	I	Smart Stuff, Inc.
Common Stock	07/03/2007		G <sup>(3)</sup>	V 16,000 (3) D (4)	2,658,383	I	Smart Stuff, Inc.
Common Stock	07/03/2007		G <sup>(3)</sup>	V 12,500 (3) D (4)	2,645,883	I	Smart Stuff, Inc.

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Stock			<u>(3)</u>							Stuff, Inc.
Common Stock	07/03/2007		G <sup>(3)</sup>	V	12,500 <u>(3)</u>	D	<u>(4)</u>	2,633,383	I	Smart Stuff, Inc.
Common Stock	07/03/2007		G <sup>(3)</sup>	V	9,600 <u>(3)</u>	D	<u>(4)</u>	2,623,783 <sup>(5)</sup>	I	Smart Stuff, Inc.
Common Stock								167,363 <sup>(5)</sup>	D	

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

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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 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. Nu Deriv Secur Bene Own Rep Trans (Instr
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## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director    10% Owner    Officer    Other

Clark Maxine C/O BUILD-A-BEAR WORKSHOP, INC. 1954 INNERBELT BUSINESS CENTER DRIVE ST. LOUIS, MO 63114	X	X	CEBear & Chairman of the Board	
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## Signatures

/s/ Maxine Clark                      07/05/2007

\*\*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) This sale was effected pursuant to a pre-existing Rule 10b5-1 trading plan adopted by the Reporting Person.

The sale was effected on multiple transactions, at various prices, on July 3, 2007, as follows: 1,100 shares at \$25.98; 4,600 shares at \$25.97; 19,700 shares at \$25.925; 200 shares at \$25.92; 600 shares at \$25.91; 1,600 shares at \$25.9; 5,300 shares at \$25.89; 100 shares at

(2) \$25.88; 3,800 shares at \$25.87; 2,300 shares at \$25.86; 5,015 shares at \$25.85; 1,000 shares at \$25.84; 500 shares at \$25.83; 1,000 shares at \$25.82; 3,300 shares at \$25.81; 5,300 shares at \$25.8; 1,200 shares at \$25.79; 1,300 shares at \$25.78; 1,200 shares at \$25.77; 700 shares at \$25.76. The weighted average sale price was \$25.88 per share.

(3) Bona fide gift to charity by Smart Stuff, Inc.

(4) Price is not applicable to acquisitions or dispositions resulting from bona fide gifts.

After giving effect to the transactions reported in this Form 4, Ms. Clark directly beneficially owns 94,549 shares of common stock and

(5) 72,814 shares of restricted stock and 2,623,783 shares indirectly through Smart Stuff, Inc. of Build-A-Bear Workshop, Inc. In addition, Ms. Clark holds vested options to purchase 152,468 shares of Build-A-Bear Workshop, Inc.'s 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.

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