

Hall Joan B.  
Form 4  
April 25, 2019

**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 \*  
Hall Joan B.

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)

3. Date of Earliest Transaction (Month/Day/Year)  
04/23/2019

\_\_\_\_ Director  
\_\_\_\_ Officer (give title below)  Other (specify below)

Member of a 10% owner group

C/O VERA BRADLEY, INC., 12420 STONEBRIDGE ROAD

(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

ROANOKE, IN 46783

(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                    | 04/23/2019                           |  | S                              |   | 16,412 <sup>(1)</sup>   | D  | \$ 11.36 <sup>(2)</sup>                               |
|                                 |                                      |  |                                |   | 2,724,057 <sup>(3)</sup>  | I  |   |
| Common Stock                    | 04/24/2019                           |  | S                              |   | 28,588 <sup>(1)</sup>   | D  | \$ 11.69 <sup>(2)</sup>                               |
|                                 |                                      |  |                                |   | 2,695,469 <sup>(3)</sup>  | I  |   |

By Barbara B. Baekgaard 2009 Grantor Retained Annuity Trust  
By Barbara B. Baekgaard 2009

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| 1. Title of 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. Number of Derivative Securities Beneficially Owned (Instr. 6) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
| Common Stock   |  | 04/23/2019                           |  | S                              | 18,588 <sup>(1)</sup>   | \$ 11.36 <sup>(2)</sup>                                  | 139,740 <sup>(3)</sup>  |  | I  |
| Grantor Retained Annuity Trust<br>By Barbara Bradley Baekgaard Family Foundation |  |                                      |  |                                |   |  |   |  |  |
| Common Stock   |  | 04/24/2019                           |  | S                              | 6,412 <sup>(1)</sup>  | \$ 11.69 <sup>(2)</sup>                                  | 133,328 <sup>(3)</sup>  |  | I  |
| By Barbara Bradley Baekgaard Family Foundation                                   |  |                                      |  |                                |   |  |   |  |  |
| Common Stock   |  |                                      |  |                                |   |  | 125,116   |  | I  |
| By Joan Byrne Hall Revocable Trust   |  |                                      |  |                                |   |  |   |  |  |
| Common Stock   |  |                                      |  |                                |   |  | 411,003   |  | I  |
| By Joan Byrne Hall 2017 Grantor Retained Annuity Trust #1                        |  |                                      |  |                                |   |  |   |  |  |

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. Number of Derivative Securities Beneficially Owned (Instr. 6) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of  |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |                             |
|---|---------------|-----------|---------|-----------------------------|
|   | Director      | 10% Owner | Officer | Other                       |
| Hall Joan B.<br>C/O VERA BRADLEY, INC.<br>12420 STONEBRIDGE ROAD<br>ROANOKE, IN 46783 |               |           |         | Member of a 10% owner group |

## Signatures

/s/ Joan B. Hall                      04/25/2019

\*\*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 adopted by the Barbara B. Baekgaard 2009 Grantor Retained Annuity Trust and the Barbara Bradley Baekgaard Family Foundation on December 21, 2018.  
The prices reported are weighted average prices. The shares sold on April 23, 2019 were sold in multiple transactions at prices ranging from \$11.20 to \$11.49, inclusive, and the shares sold on April 24, 2019 were sold in multiple transactions at prices ranging from \$11.42 to \$11.84, 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.
- (3) The reporting person disclaims beneficial ownership of these shares, except to the extent of the reporting person's pecuniary interest therein.

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.