

Lynch Thomas Jerome  
 Form 4  
 November 16, 2009

**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 \*  
 Lynch Thomas Jerome

2. Issuer Name and Ticker or Trading Symbol  
 FREDERICK'S OF HOLLYWOOD GROUP INC /NY/ [FOH]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
 11/12/2009

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
 Chairman and CEO

C/O FREDERICK'S OF HOLLYWOOD GROUP INC., 1115 BROADWAY

(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

NEW YORK, NY US 10010

(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	
Common Stock	11/12/2009		P(1)	A	\$ 300	291,700	D
Common Stock	11/12/2009		P(1)	A	\$ 100	291,800	D
Common Stock	11/12/2009		P(1)	A	\$ 100	291,900	D
Common Stock	11/12/2009		P(1)	A	\$ 100	292,000	D
	11/12/2009		P(1)	A	100	292,100	D

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Common Stock						\$			
						1.24			
Common Stock	11/12/2009		P <sup>(1)</sup>	100	A	\$	292,200	D	
						1.25			
Common Stock	11/12/2009		P <sup>(1)</sup>	100	A	\$	292,300	D	
						1.27			
Common Stock	11/12/2009		P <sup>(1)</sup>	100	A	\$	292,400	D	
						1.29			
Common Stock	11/12/2009		P <sup>(1)</sup>	300	A	\$	292,700	D	
						1.33			
Common Stock	11/12/2009		P <sup>(1)</sup>	900	A	\$	293,600	D	
						1.34			
Common Stock	11/13/2009		P <sup>(1)</sup>	2,200	A	\$	295,800	D	
						1.28			
Common Stock	11/16/2009		P <sup>(1)</sup>	200	A	\$	296,000	D	
						1.18			
Common Stock	11/16/2009		P <sup>(1)</sup>	100	A	\$	296,100	D	
						1.22			
Common Stock	11/16/2009		P <sup>(1)</sup>	100	A	\$	296,200	D	
						1.23			
Common Stock	11/16/2009		P <sup>(1)</sup>	400	A	\$	296,600	D	
						1.24			
Common Stock	11/16/2009		P <sup>(1)</sup>	1,400	A	\$	298,000	D	
						1.25			

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)		Title		

Date	Expiration	Amount
Exercisable	Date	or
		Number
		of
		Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Lynch Thomas Jerome C/O FREDERICK'S OF HOLLYWOOD GROUP INC. 1115 BROADWAY NEW YORK, NY US 10010	X		Chairman and CEO	

## Signatures

Thomas Jerome  
Lynch

11/16/2009

\*\*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) Open market purchase pursuant to a 10b5-1 trading plan adopted by the Reporting Person in accordance with Rule 10b5-1 of the Securities Exchange Act of 1934, as amended.

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