

MORRA SWEENEY DINA MARIE
 Form 3
 June 25, 2010

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 * | | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol | |
| MORRA SWEENEY DINA MARIE | | (Month/Day/Year) | CHILDRENS PLACE RETAIL STORES INC [PLCE] | |
| (Last) | (First) | 06/15/2010 | | |
| C/O THE CHILDREN'S PLACE RETAIL STORES, INC. 500 PLAZA DRIVE | | 4. Relationship of Reporting Person(s) to Issuer | | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| (Street) | | | (Check all applicable) | |
| SECAUCUS, NJ 07094 | | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) Senior VP, Outlets | | 6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person |
| (City) | (State) | (Zip) | | |

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|--|
| Common Stock, par value \$0.10 per share | 5,485 | D | |

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

SEC 1473 (7-02)

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

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security | 4. Conversion or Exercise | 5. Ownership Form of | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---|---|--|---------------------------|----------------------|--|
|---|---|--|---------------------------|----------------------|--|

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| | Date Exercisable | Expiration Date | (Instr. 4) Title | Amount or Number of Shares | Price of Derivative Security | Derivative Security: Direct (D) or Indirect (I) (Instr. 5) | |
|--------------------------------------|------------------|-----------------|---------------------|----------------------------|------------------------------|--|---|
| Employee Stock Option (right to buy) | Â (1) | 01/15/2012 | Common Stock | 400 | \$ 27.25 | D | Â |
| Employee Stock Option (right to buy) | Â (1) | 01/15/2012 | Common Stock | 1,600 | \$ 27.25 | D | Â |
| Employee Stock Option (right to buy) | Â (1) | 05/06/2011 | Common Stock | 240 | \$ 31.18 | D | Â |
| Employee Stock Option (right to buy) | Â (1) | 05/06/2011 | Common Stock | 960 | \$ 31.18 | D | Â |
| Employee Stock Option (right to buy) | Â (1) | 01/15/2012 | Common Stock | 600 | \$ 31.89 | D | Â |
| Employee Stock Option (right to buy) | Â (1) | 01/15/2012 | Common Stock | 2,400 | \$ 35.26 | D | Â |
| Employee Stock Option (right to buy) | Â (1) | 12/30/2014 | Common Stock | 500 | \$ 37.48 | D | Â |
| Employee Stock Option (right to buy) | Â (1) | 04/28/2015 | Common Stock | 2,000 | \$ 44.95 | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|----------------------|-------|
| | Director | 10% Owner | Officer | Other |
| MORRA SWEENEY DINA MARIE C/O THE CHILDREN'S PLACE RETAIL STORES, INC. 500 PLAZA DRIVE SECAUCUS, NJ 07094 | Â | Â | Â Senior VP, Outlets | Â |

Signatures

/s/ James E. Myers, as Attorney-In-Fact for Dina Morra-Sweeney

06/25/2010

__Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 5(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 holder of the option may exercise it at any time.

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Remarks:

Exhibit List

Exhibit 24.1 - Power of Attorney

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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