

Vera Bradley, Inc.  
Form 4  
September 19, 2016

**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 \*  
Ray Michael C.

(Last) (First) (Middle)

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

(Street)

ROANOKE, IN 46783

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Vera Bradley, Inc. [VRA]

3. Date of Earliest Transaction  
(Month/Day/Year)  
09/15/2016

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_X\_\_\_ 10% Owner  
\_\_\_ Officer (give title below) \_\_\_ Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

**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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |   |
|                                 |                                      |  |                                | Code V  | Amount  |  |   |
| Common Stock                    | 09/15/2016                           |  | S                              | 1,600<br>(1)  | D 15.99<br>(2)  | 285,462  | D   |
| Common Stock                    | 09/16/2016                           |  | S                              | 1,600<br>(1)  | D 15.94<br>(2)  | 283,862  | D   |
| Common Stock                    | 09/15/2016                           |  | S                              | 3,800<br>(1)  | D 15.99<br>(3)  | 874,596 (4)  | I   |

By Michael Ray 2009 Grantor Retained Annuity Trust

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|              |            |   |                             |   |                                   |                          |   |   |
|--------------|------------|---|-----------------------------|---|-----------------------------------|--------------------------|---|---|
| Common Stock | 09/16/2016 | S | <u>3,800</u> <sup>(1)</sup> | D | \$<br><u>15.95</u> <sup>(3)</sup> | 870,796 <sup>(4)</sup>   | I | By Michael Ray 2009 Grantor Retained Annuity Trust          |
| Common Stock |            |   |                             |   |                                   | 6,610,469 <sup>(4)</sup> | I | By Barbara B. Baekgaard 2009 Grantor Retained Annuity Trust |
| Common Stock |            |   |                             |   |                                   | 300,000 <sup>(4)</sup>   | I | By Anne-Marie Ray 2015 Grantor Retained Annuity Trust       |
| Common Stock |            |   |                             |   |                                   | 200,000 <sup>(4)</sup>   | I | By Anne-Marie Ray 2016 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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SEC 1474  
(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 Follo Repo Trans (Instr |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or  |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| Ray Michael C.<br>C/O VERA BRADLEY, INC.<br>12420 STONEBRIDGE ROAD<br>ROANOKE, IN 46783 |               |           | X       |       |

## Signatures

/s/ Michael C.

Ray 09/19/2016

\*\*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 dated June 29, 2016.

The prices reported in column 4 are weighted average prices. The shares sold on September 15, 2016 were sold in multiple transactions at prices ranging from \$15.87 to \$16.11, inclusive, and the shares sold on September 16, 2016 were sold in multiple transactions at prices ranging from \$15.86 to \$16.06, 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.

(2) The prices reported in column 4 are weighted average prices. The shares sold on September 15, 2016 were sold in multiple transactions at prices ranging from \$15.87 to \$16.11, inclusive, and the shares sold on September 16, 2016 were sold in multiple transactions at prices ranging from \$15.85 to \$16.13, 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.

(4) The reporting person disclaims beneficial ownership of these shares.

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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