SEC Form 4	
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## FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL							
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nours per response:		0.5

1. Name and Addres Ray Anne Ma (Last) C/O VERA BRA 12420 STONEB		2. Issuer Name <b>and</b> Ti Vera Bradley, <u>In</u> 3. Date of Earliest Trar 09/19/2018	<u>nc.</u> [ V	RA	]		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner Officer (give title X Other (specify below) Member of a 10% owner group							
(Street) ROANOKE (City)	IN (State)	46783 (Zip)							Line)	Individual or Joint/Group Filing (Check Applicable ne) X Form filed by One Reporting Person Form filed by More than One Reporting Person				
	Ta	able I - N	lon-Derivat	ive Securities A	cquire	d, Di	isposed of	, or Be	eneficially	/ Owned				
1. Title of Security (Instr. 3) 2. Transactic Date (Month/Day/*				Execution Date,	3. Transad Code (I 8)	nstr.	4. Securities A Disposed Of (		3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Indirect		

	(Month/Day/rear)	0)					Benorted	(i) (instr. 4)	Ownership
		Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(Instr. 4)
09/19/2018		S		3,276(1)	D	\$15.91 <sup>(2)</sup>	225,324	I	By Anne- Marie Ray Revocable Trust
09/20/2018		S		<b>3,276</b> <sup>(1)</sup>	D	\$15.83 <sup>(2)</sup>	222,048	I	By Anne- Marie Ray Revocable Trust
09/19/2018		S		<b>10,913</b> <sup>(1)</sup>	D	\$15.91 <sup>(3)</sup>	338,330	I	By Michael Ray 2009 Grantor Retained Annuity Trust
09/20/2018		S		10,913 <sup>(1)</sup>	D	\$15.83 <sup>(3)</sup>	327,417	I	By Michael Ray 2009 Grantor Retained Annuity Trust
							2,810,469 <sup>(4)</sup>	I	By Barbara B. Baekgaard 2009 Grantor Retained Annuity Trust
							411,003	I	By Anne- Marie Ray 2017 Grantor Retained
	09/20/2018 09/19/2018	09/19/2018     09/20/2018     09/19/2018     09/19/2018     09/19/2018	Code       09/19/2018     Code       09/20/2018     S       09/19/2018     S       09/19/2018     S       09/19/2018     S	Code     V       09/19/2018     S     I       09/20/2018     S     S     I       09/19/2018     S     S     I       09/19/2018     S     S     I       09/19/2018     S     S     I       09/19/2018     S     S     I	Code     V     Amount       09/19/2018     S     S     J     3,276 <sup>(1)</sup> 09/20/2018     S     S     J     3,276 <sup>(1)</sup> 09/19/2018     S     S     J     10,913 <sup>(1)</sup> 09/19/2018     S     S     J     10,913 <sup>(1)</sup>	Image: Code of the state of the st	Code     V     Amount     (A) or (D) or     Price       09/19/2018     s     s     3,276 <sup>(1)</sup> D     \$15.91 <sup>(2)</sup> 09/20/2018     s     s     s     3,276 <sup>(1)</sup> D     \$15.83 <sup>(2)</sup> 09/19/2018     s	Image: Code     V     Amount     (h) or     Price     Pransaction(s) (nstr. 3 and 4)       09/19/2018     S     S     J     3,276 <sup>(1)</sup> D     \$15.91 <sup>(2)</sup> 225,324       09/20/2018     S     S     J     3,276 <sup>(1)</sup> D     \$15.83 <sup>(2)</sup> 222,048       09/20/2018     S     S     J     10,913 <sup>(1)</sup> D     \$15.91 <sup>(3)</sup> 338,330       09/20/2018     S     S     J     10,913 <sup>(1)</sup> D     \$15.83 <sup>(3)</sup> 327,417       09/20/2018     S     S     J     10,913 <sup>(1)</sup> D     \$15.83 <sup>(3)</sup> 327,417       09/20/2018     S     S     J     10,913 <sup>(1)</sup> D     \$15.83 <sup>(3)</sup> 327,417       09/20/2018     S     S     J     I0,913 <sup>(1)</sup> D     \$15.83 <sup>(3)</sup> 327,417       Image: S     Image:	Image: Code     V     Amount     (A) or (D)     Price     Reported Transaction(s) (Instr. 3 and 4)       09/19/2018     S     S     J     3,276 <sup>(1)</sup> D     \$15.91 <sup>(2)</sup> 225,324     I       09/20/2018     S     J     3,276 <sup>(1)</sup> D     \$15.83 <sup>(2)</sup> 222,048     I       09/19/2018     S     J     10,913 <sup>(1)</sup> D     \$15.91 <sup>(3)</sup> 338,330     I       09/20/2018     S     J     10,913 <sup>(1)</sup> D     \$15.83 <sup>(2)</sup> 327,417     I       09/20/2018     S     J     10,913 <sup>(1)</sup> D     \$15.83 <sup>(3)</sup> 327,417     I       09/20/2018     S     J     10,913 <sup>(1)</sup> D     \$15.83 <sup>(3)</sup> 327,417     I       09/20/2018     S     J     I     I     I     I     I     I     I     I     I     I     I

1. Title of Derivative Security <del>(Instr. 3)</del>	2. Conversion or Exercise <del>Price of</del> Derivative Security	3. Transaction Ta Date (Month/Day/Year)	Hegren Beriva Execution Date, if any (e.g., p -(Month/Day/Year)	utsde Galls,	Wafikatives, Securities Acquired (A) or Disposed of (D) (Instr. 3, 4	if Antopisisis Steppet, Expiration Date Appting 5,7 Canvertib	Amount of Amount of Besecusities) Underlying Derivative Security (Instr. 3 and 4)	Berivative Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: <del>Direct (D)</del> or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial <del>Ownership</del> (Instr. 4)
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) Code V	and 5) 5. Number of Derivative Securities Acquired (A) or (D) Disposed	6. Date Exercisable and Expiration Date (Month/Day/Vear) Date Expiration Exercisable Date	7. Title and Amount Anhount Securities Underly togmber Derivative Stetauritys (hastes 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
	of Respons		under a Rule 10b5-1	trading plan ad	of (D)	6 2018			Transaction(s) (Instr. 4)		

1. The sales reported in this Form 4 were effected under a Rule 10b5-1 trading plan adopting of April 6, 2018.

The sales reported in us voint a weighted average prices. The shares sold on September 19, 2018 were sold in multiple transactions at prices ranging from \$15.84 to \$16.04, inclusive, and the shares sold on September 20, 2018 were sold in multiple transactions at prices ranging from \$15.84 to \$16.04, inclusive, and the shares sold on September 20, 2018 were sold in multiple transactions at prices ranging from \$15.84 to \$16.04, inclusive, and the shares sold on September 20, 2018 were sold in multiple transactions at prices ranging from \$15.74 to \$15.97, inclusive. The reporting person undertakes **APPENN** 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.
**Number** 20, 2018 were sold in multiple transactions at prices ranging **Code** \$16.74 to **(A)**.00(**(b)**clus**ExcerCisable (D)** (and **(D)** 

4. The reporting person disclaims beneficial ownership of these shares, except to the extent of the reporting person's pecuniary interest therein.

**Remarks:** 

## /s/ Anne-Marie Ray

\*\* Signature of Reporting Person

09/20/2018

Date

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

\* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.