

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

1. Name and Address of Reporting Person* <u>Hall Joan B.</u> (Last) (First) (Middle) <u>C/O VERA BRADLEY, INC.</u> <u>12420 STONEBRIDGE ROAD</u> (Street) <u>ROANOKE IN 46783</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Vera Bradley, Inc. [VRA]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner Officer (give title below) <input checked="" type="checkbox"/> Other (specify below) <u>Member of a 10% owner group</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>10/21/2019</u>	
		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

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	10/21/2019		s		28,912 ⁽¹⁾	D	\$10.91 ⁽²⁾	2,430,378 ⁽³⁾	I	By Barbara B. Baekgaard 2009 Grantor Retained Annuity Trust
Common Stock	10/22/2019		s		27,875 ⁽¹⁾	D	\$10.61 ⁽²⁾	2,402,503 ⁽³⁾	I	By Barbara B. Baekgaard 2009 Grantor Retained Annuity Trust
Common Stock	10/21/2019		s		6,088 ⁽¹⁾	D	\$10.91 ⁽²⁾	84,858 ⁽³⁾	I	By Barbara Bradley Baekgaard Family Foundation
Common Stock	10/22/2019		s		7,125 ⁽¹⁾	D	\$10.61 ⁽²⁾	77,733 ⁽³⁾	I	By Barbara Bradley Baekgaard Family Foundation
Common Stock								255,021	I	By Joan Byrne Hall Revocable Trust
Common Stock								281,098	I	By Joan Byrne Hall 2017 Grantor Retained Annuity Trust #1

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

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