

## 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>	2. Issuer Name <b>and</b> Ticker or Trading Symbol <u>Vera Bradley, Inc.</u> [ <b>VRA</b> ]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)  Director <span style="margin-left: 100px;"><b>X</b></span> 10% Owner  Officer (give title below) <span style="margin-left: 100px;">Other (specify below)</span>
(Last) (First) (Middle)  <u>C/O VERA BRADLEY, INC.</u> <u>12420 STONEBRIDGE ROAD</u>	3. Date of Earliest Transaction (Month/Day/Year) <u>12/28/2017</u>	
(Street) <u>ROANOKE IN 46783</u>  (City) (State) (Zip)	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line)  <b>X</b> Form filed by One Reporting Person  Form filed by More than One Reporting Person

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	12/28/2017		G	V	30,000	D	\$0.00	14,897	I	By Joan Byrne Hall Revocable Trust
Common Stock	12/28/2017		G	V	8,400	D	\$0.00	6,497	I	By Joan Byrne Hall Revocable Trust
Common Stock								41,122	I	By Joan Byrne Hall 2016 Grantor Retained Annuity Trust #1
Common Stock								500,000	I	By Joan Byrne Hall 2017 Grantor Retained Annuity Trust #1
Common Stock								4,610,469 <sup>(1)</sup>	I	By Barbara B. Baekgaard 2009 Grantor Retained Annuity Trust

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)													
1. Title of Derivative (Instr. 3)	2. Conversion Date	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	Code	V	5A. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5B. Date Exercisable and Expiration Date (Month/Day/Year)	6. Date Exercised	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 6)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
Remarks:			1. The reporting person disclaims beneficial ownership of these shares.										
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. 70ff(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.													