

PURE BIOSCIENCE
Form 4
July 09, 2010

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 *
SINGER DONNA

(Last) (First) (Middle)
1725 GILLESPIE WAY
(Street)

EL CAJON, CA 92020

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
PURE BIOSCIENCE [PURE]

3. Date of Earliest Transaction
(Month/Day/Year)
07/07/2010

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)
Vice President/Asst Secretary

6. Individual or Joint/Group Filing(Check Applicable Line)
 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 Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock ⁽¹⁾	07/07/2010		M		21,108 A \$ 0.53	372,755 ⁽²⁾	D
Common Stock ⁽¹⁾	07/07/2010		S		21,108 D \$ 2.0337	372,755 ⁽²⁾	D
Common Stock ⁽¹⁾	07/08/2010		M		8,892 A \$ 0.53	372,755 ⁽²⁾	D
Common Stock ⁽¹⁾	07/08/2010		S		8,892 D \$ 2.48	372,755 ⁽²⁾	D

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

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(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)	Amount or Number of Shares	
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
						Code	V	(A)	(D)
Stock Option <u>(3)</u>	\$ 0.53	07/07/2010		M ⁽¹⁾	21,108	01/08/2001	01/07/2011	Common Stock	21,108
Stock Option <u>(3)</u>	\$ 0.53	07/08/2010		M ⁽¹⁾	8,892	01/08/2001	01/07/2011	Common Stock	8,892

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SINGER DONNA 1725 GILLESPIE WAY EL CAJON, CA 92020	X		Vice President/Asst Secretary	

Signatures

/s/ Dennis Brovarone Attorney-in-Fact for Donna Singer 07/09/2010

__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) Transactions pursuant to Rule 10B5-1 Plan

(2) Incorporates all transactions reported on this Form 4

(3) Granted pursuant to 2001 Directors and Officers Stock Option Plan

Remarks:

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There are no other changes to previously reported derivative securities

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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