

Wurtzburger Wendy
Form 3
March 04, 2010

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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)

| | | | | | |
|---|---|---|--|---|--|
| <p>1. Name and Address of Reporting Person *</p> <p>Wurtzburger Wendy</p> <p>(Last) (First) (Middle)</p> <p>5000 SOUTH BROAD STREET</p> <p>(Street)</p> <p>PHILADELPHIA, PA 19112</p> <p>(City) (State) (Zip)</p> | <p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>02/26/2010</p> | <p>3. Issuer Name and Ticker or Trading Symbol</p> <p>URBAN OUTFITTERS INC [URBN]</p> | <p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner</p> <p><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other</p> <p>(give title below) (specify below)</p> <p>Co-President, Anthropologie</p> | <p>5. If Amendment, Date Original Filed(Month/Day/Year)</p> | <p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person</p> <p><input type="checkbox"/> Form filed by More than One Reporting Person</p> |
|---|---|---|--|---|--|

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Common stock | 4,181 ⁽¹⁾ | I | By Profit Sharing Fund |

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

SEC 1473 (7-02)

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 control number.

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

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) or Indirect | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|--|--|---|
| | Date Exercisable | Expiration Date | Title | Amount or Number of | |

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| | | | | Shares | | (I) (Instr. 5) | |
|--------------------------------------|---------------------------|------------|--------------|---------|----------|-------------------|---|
| Employee Stock Option - right to buy | 01/31/2005 | 06/20/2014 | Common stock | 15,960 | \$ 14.35 | D | Â |
| Employee Stock Option - right to buy | 01/31/2005 | 06/20/2014 | Common stock | 40 | \$ 14.35 | D | Â |
| Employee Stock Option - right to buy | 01/18/2006 | 11/17/2015 | Common stock | 100,000 | \$ 31.11 | D | Â |
| Employee Stock Option - right to buy | 08/19/2009 ⁽²⁾ | 08/18/2015 | Common stock | 75,000 | \$ 37.51 | D | Â |
| Employee Stock Option - right to buy | 08/26/2010 ⁽³⁾ | 08/25/2016 | Common stock | 30,000 | \$ 31.77 | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|----------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Wurtzburger Wendy 5000 SOUTH BROAD STREET PHILADELPHIA, PA 19112 | Â | Â | Â Co-President, Anthropologie | Â |

Signatures

/s/ Wendy Wurtzburger 03/04/2010

**Signature of Reporting Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(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) This line reports the balance of shares in the Profit Sharing Trust after covering certain administrative costs of the Trustee as of the plan statement date of January 31, 2010.
- (2) Vesting 20% per year over a five year period beginning one year from August 19, 2008, the date of grant.
- (3) Vesting 20% per year over a five year period beginning one year from August 26, 2009, the date of grant.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.