Edgar Filing: POPE GREGORY L - Form 4

POPE GREG	ORY L										
Form 4											
July 23, 2012										PROVAL	
FORM	4 UNITED S	STATES S					NGE C	COMMISSION	OMB OMB Number:	3235-0287	
Check thi if no long subject to Section 10 Form 4 or Form 5 obligatior may conti <i>See</i> Instru 1(b).	er STATEM 6. Filed purs ¹⁸ Section 17(a	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							Expires:January 31, 2005Estimated average burden hours per response0.5		
(Print or Type R	Responses)										
1. Name and Address of Reporting Person <u>*</u> POPE GREGORY L			2. Issuer Name and Ticker or Trading Symbol ROCKY MOUNTAIN CHOCOLATE FACTORY INC					5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) 265 TURNE		[] Iiddle) 3 (]	RMCF]	Earliest Transaction 1y/Year)				Director 10% Owner X Officer (give title Other (specify below) Sr. VP Franchise Development			
(Street)			4. If Amendment, Date Original Filed(Month/Day/Year)					6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person			
DURANGO	, CO 81301							Form filed by M Person	lore than One Re	porting	
(City)	(State) (Zip)	Table	e I - Non-l	Derivativ	e Secur	ities Acq	uired, Disposed of	, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		Date, if	Code (Instr. 8)	4. Secu ion(A) or I (Instr. 3	Dispose , 4 and (A) or	d of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		
Common	07/20/2012	07/20/201	12	S	1,200	D	\$ 12.55	32,855	D		

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

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 Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	4. Transactic Code (Instr. 8)	5. ofNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Secur	ınt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owna Follo Repo Trans (Instr
			Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Addr	ess	Relationships							
I B	Director	10% Owner	Officer	Other					
POPE GREGORY L 265 TURNER DRIVE DURANGO, CO 81301			Sr. VP Franchise Development						
Signatures									
/s/ Gregory L. Pope	07/23/2012								
<u>**</u> 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).

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.