Edgar Filing: LEMOND MARK L - Form 4

| LEMOND M Form 4 | IARK L | | | | | | | | | | |
|--|--------------------------------------|---|---|--|--|----------------|---|--|---|---|--|
| April 01, 201 | 11 | | | | | | | | | | |
| FORM 4 UNITED STATES SECURITIES AND EXCHANCE COMMISSION | | | | | | | | | OMB APPROVAL | | |
| UNITED STATES SECURITIES AND EXCHANGE COMMISSI Washington, D.C. 20549 | | | | | | | OMMISSION | OMB Number: | 3235-0287 | | |
| Check th if no long | 10r | | Expires: | January 31, | | | | | | | |
| subject to Section 1 | .6. | STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF | | | | | | | | 2005 verage 's per | |
| Form 4 o Form 5 | N | $(\cdot) = f \cdot h$ | . C | E. | 1 | A - 4 - 6 1024 | response | 0.5 | | | |
| Form 5 obligations may continue. See Instruction 1(b). 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 I | Responses) | | | | | | | | | | |
| | | | 2. Issuer Name and Ticker or Trading Symbol SHOE CARNIVAL INC [SCVL] | | | | | 5. Relationship of Reporting Person(s) to Issuer | | | |
| | | | | | | | | (Check all applicable) | | | |
| (Last) (First) (Middle) 7500 E. COLUMBIA STREET | | | 3. Date of Earliest Transaction (Month/Day/Year) 03/31/2011 | | | | | X Director 10% Owner X Officer (give title Other (specify below) below) PRESIDENT AND CEO | | | |
| | | | endment, Date Original nth/Day/Year) | | | | 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person | | | | |
| EVANSVIL | LLE, IN 47715 | | | | | | | Form filed by M Person | | | |
| (City) | (State) | (Zip) | Tabl | e I - Non-D | erivative S | Securi | ties Acq | uired, Disposed of, | , or Beneficiall | y Owned | |
| 1.Title of Security (Instr. 3) | 2. Transaction Da (Month/Day/Year | Execution any | | 3. Transactio Code (Instr. 8) | 4. Securiti n(A) or Dis (Instr. 3, 4 | posed | of (D) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | |
| | | | | Code V | Amount | (D) | Price | (Instr. 3 and 4) | | | |
| Common Stock | 03/31/2011 | | | F <u>(1)</u> | 17,777 | D | \$ 28.37 | 462,798 | D | | |
| Common Stock | | | | | | | | 11,500 | Ι | by Spouse | |

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.

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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 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. Transacti Code (Instr. 8) | 5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | | ate | Unde Secur | int of rlying | 8. Price of Derivative Security (Instr. 5) | 9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr |
|---|---|---|---|---------------------------------------|---|---------------------|--------------------|---------------|--|---|---|
| | | | | Code V | (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | | | | | |
|--|---------------|-----------|-------------------|-------|--|--|--|--|
| | Director | 10% Owner | Officer | Other | | | | |
| LEMOND MARK L 7500 E. COLUMBIA STREET EVANSVILLE, IN 47715 | Х | | PRESIDENT AND CEO | | | | | |
| Signatures | | | | | | | | |
| By: W. Kerry Jackson For: Marl | кL | | | | | | | |

Lemond

04/01/2011 Date

**Signature of Reporting Person

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) Represents shares withheld from the released restricted stock for the payment of applicable income and payroll withholding taxes due on release.

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.