#### Edgar Filing: ROCKY MOUNTAIN CHOCOLATE FACTORY INC - Form 4

#### ROCKY MOUNTAIN CHOCOLATE FACTORY INC

Form 4 July 12, 2007

## FORM 4

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

OMB Number: 3235-0287

**OMB APPROVAL** 

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Expires: January 31, 2005
Estimated average

0.5

Form 4 or Form 5 obligations may continue. See Instruction

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

response...

burden hours per

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * HAWS JAY B			2. Issuer Name and Ticker or Trading Symbol ROCKY MOUNTAIN CHOCOLATE FACTORY INC [RMCF]					5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)  Director 10% Owner			
(Last) 265 TURNI	` ,	(N	. Date of Month/Da 07/10/20	•	ansaction			X_ Officer (give title Other (specify below) VP Creative Services			
(Street)			4. If Amendment, Date Original					6. Individual or Joint/Group Filing(Check			
DURANGO (City)	Fi (Zip)	Filed(Month/Day/Year)  Table I - Non-Derivative Securities Acq					Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person  puired, Disposed of, or Beneficially Owned				
1.Title of	2. Transaction Date	2A Deemed		3.			•	5. Amount of	6. Ownership		
Security (Month/Day/Year) Execution (Instr. 3) any			med 3. 4. Securities Acquired on Date, if Transaction(A) or Disposed of (D)				•	Securities Form: Direct Indirect			
			Code (Instr. 3, 4 and 5) Day/Year) (Instr. 8)  (A) or				5)	Beneficially (D) or Benefic Owned Indirect (I) Owners Following (Instr. 4) (Instr. 4 Reported Transaction(s)			
				Code V	Amount	(D)	Price	(Instr. 3 and 4)			
Common	07/10/2007	07/10/200	07	S	2,000	D	\$ 17.76	31,500	D		
Common	07/11/2007	07/10/200	07	S	700	D	\$ 17.78	30,800	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.

SEC 1474

(9-02)

17.78

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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	2.	3. Transaction Date		4.	5.	6. Date Exerc	cisable and	7. Titl	e and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transaction	orNumber	Expiration D	ate	Amou	int of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Under	lying	Security	Secu
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Securi	ities	(Instr. 5)	Bene
	Derivative				Securities			(Instr.	3 and 4)		Own
	Security				Acquired						Follo
					(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
									Amount		
						Date Exercisable	Expiration Date	Title	or Number		
									of		
				Code V	(A) (D)				Shares		
				Code v	(A) $(D)$				Shares		

# **Reporting Owners**

Relationships Reporting Owner Name / Address

> Officer Other Director 10% Owner

HAWS JAY B 265 TURNER DRIVE DURANGO, CO 81303

**VP Creative Services** 

### **Signatures**

Jay B. Haws 07/12/2007 \*\*Signature of Date 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).

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.

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