

Destination Maternity Corp  
Form 4  
April 05, 2011

# 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 \*  
**GOLDBLUM JOSEPH**

(Last) (First) (Middle)

C/O DESTINATION MATERNITY CORPORATION, 456 NORTH FIFTH STREET

(Street)

PHILADELPHIA, PA 19123

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Destination Maternity Corp [DEST]

3. Date of Earliest Transaction (Month/Day/Year)  
04/01/2011

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)

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	(A) or (D)	Price			
Common Stock	04/01/2011		S <sup>(1)</sup>		4,410	D	\$ 23.5	55,000 <sup>(2)</sup>	I	See Footnote <sup>(3)</sup>
Common Stock	04/04/2011		S <sup>(1)</sup>		1,590	D	\$ 23.5	53,410 <sup>(2)</sup>	I	See Footnote <sup>(3)</sup>
Common Stock	04/04/2011		S <sup>(4)</sup>		6,000	D	\$ 23.5	33,688	D	
Common Stock	04/05/2011		S <sup>(4)</sup>		6,000	D	\$ 24	27,688	D	



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Reporting Person disclaims beneficial ownership of any shares in which he does not have a pecuniary interest.

- (4) The shares were sold pursuant to a 10b5-1 prearranged trading plan adopted by the Reporting Person on May 18, 2010.

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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