

JAFFE DAVID R
Form 4
September 23, 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 *
JAFFE DAVID R

(Last) (First) (Middle)

C/O ASCENA RETAIL GROUP, INC., 30 DUNNIGAN DRIVE

(Street)

SUFFERN, NY 10901

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
Ascena Retail Group, Inc. [ASNA]

3. Date of Earliest Transaction
(Month/Day/Year)
09/21/2011

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)
President & CEO

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)
Common				(A) or (D) Price	4,976,164 ⁽¹⁾	D	

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

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SEC 1474 (9-02)

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)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount
Option to Buy	\$ 7.56 ⁽²⁾					06/04/2003 ⁽⁵⁾	06/04/2012	Common	300,
Options to Buy	\$ 6.76 ⁽²⁾					12/09/2003 ⁽⁵⁾	12/09/2012	Common	300,
Option To Buy	\$ 11.84 ⁽³⁾					10/12/2006 ⁽⁵⁾	10/12/2015	Common	300,
Option to Buy	\$ 14.99 ⁽³⁾					09/18/2009 ⁽⁵⁾	09/18/2018	Common	250,
Option To Buy	\$ 17.67 ⁽³⁾					09/24/2010 ⁽⁶⁾	09/24/2019	Common	80,0
Option To Buy	\$ 30 ⁽³⁾					12/09/2010 ⁽⁶⁾	12/09/2019	Common	150,
Option To Buy	\$ 23.39 ⁽³⁾					09/23/2011 ⁽⁶⁾	09/23/2020	Common	80,0
Option To Buy	\$ 30 ⁽³⁾					09/23/2011 ⁽⁶⁾	09/23/2020	Common	75,0
Option To Buy	\$ 31.09 ⁽⁴⁾					03/09/2012 ⁽⁷⁾	03/09/2021	Common	44,3
Option To Buy	\$ 26.27 ⁽⁴⁾	09/21/2011		A	80,000	09/21/2012 ⁽⁶⁾	09/21/2021	Common	80,0
Restricted Stock Units	⁽⁸⁾	09/21/2011		A	80,000	⁽⁹⁾	⁽⁹⁾	Common	80,0

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
JAFFE DAVID R C/O ASCENA RETAIL GROUP, INC. 30 DUNNIGAN DRIVE SUFFERN, NY 10901	X		President & CEO	

Signatures

Mary Beth Riley, by power of
attorney

09/23/2011

__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).
- (1) Includes 12,500 shares of restricted stock awarded under the Company's 2001 Stock Incentive Plan.
- (2) Granted under the Company's 1995 Stock Option Plan
- (3) Granted under the Company's 2001 Stock Incentive Plan
- (4) Granted under the Company's 2010 Stock Incentive Plan.
- (5) Exercisable in five equal annual installments with the first installment on the date indicated.
- (6) Exercisable in four equal annual installments with the first installment on the date indicated.
- (7) Vests 100% one year from date of grant.
- (8) Each restricted stock unit ("RSU") represents a contingent right to receive one share of Ascena common stock.
- (9) The number of RSU's to be received will be based upon the percentage achievement by Ascena of certain financial performance targets for Ascena's fiscal years 2012, 2013 and 2014.

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.