

FURROW SAMUEL J  
 Form 4  
 July 22, 2010

**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 \*  
**FURROW SAMUEL J**

2. Issuer Name and Ticker or Trading Symbol  
**JOE'S JEANS INC. [JOEZ]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
**P.O. BOX 32676**  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
**07/20/2010**

Director  10% Owner  
 Officer (give title below)  Other (specify below)

**KNOXVILLE, TN 37930-2676**  
 (City) (State) (Zip)

4. If Amendment, Date Original Filed (Month/Day/Year)

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	07/20/2010		S		4,000	D	\$ 1.92
							2,674,843 <sup>(1)</sup>
Common Stock	07/20/2010		S		3,000	D	\$ 1.94
							2,671,843 <sup>(1)</sup>
Common Stock	07/21/2010		S		1,000	D	\$ 1.98
							2,670,843 <sup>(1)</sup>
Common Stock	07/21/2010		S		3,900	D	\$ 2
							2,666,943 <sup>(1)</sup>
Common Stock	07/21/2010		S		100	D	\$ 2.01
							2,666,843 <sup>(1)</sup>
	07/21/2010		S		2,000	D	
							2,664,843 <sup>(1)</sup>

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Common Stock						\$				
						2.04				
Common Stock	07/21/2010		S	2,000	D	\$	2,662,843 <sup>(1)</sup>	D		
						2.07				
Common Stock	07/22/2010		S	5,429	D	\$	2,657,414 <sup>(1)</sup>	D		
						2.06				
Common Stock							15,300	I		By Spouse <sup>(2)</sup>

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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(9-02)

**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. 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)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
						Code	V	(A)	(D)

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FURROW SAMUEL J P.O. BOX 32676 KNOXVILLE, TN 37930-2676		X		

## Signatures

/Samuel J. Furrow/ 07/22/2010  
  
 \*\*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 shares of restricted stock units previously reported on Table I that are subject to vesting requirements.

These shares are held for the account of the reporting persons spouse and the reporting person may be deemed to be the indirect beneficial owner of these shares. The reporting person disclaims beneficial ownership of common stock held in the account except to the extent of

(2) his pecuniary interest therein. The filing of this statement shall not be deemed to be an admission that the reporting person is the beneficial owner of any securities not held directly for his account for purposes of Section 16 of the Securities Exchange Act of 1934, as amended, or otherwise.

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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