

GENESCO INC  
Form SC 13D/A  
August 31, 2018

**UNITED STATES**

**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**SCHEDULE 13D**

(Rule 13d-101)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT

TO § 240.13d-1(a) AND AMENDMENTS THERETO FILED PURSUANT TO

§ 240.13d-2(a)

(Amendment No. 9)<sup>1</sup>

Genesco Inc.

(Name of Issuer)

Common Stock, \$1.00 par value per share

(Title of Class of Securities)

371532102

(CUSIP Number)

CHRISTOPHER S. KIPER

STEVEN E. LITT

Legion Partners Asset Management, LLC 4010 Capital, LLC

9401 Wilshire Blvd, Suite 705

48 Brookridge Drive

Beverly Hills, CA 90212

Greenwich, CT 06830

(310) 729-8588

(646) 863-8024

(Name, Address and Telephone Number of Person

Authorized to Receive Notices and Communications)

August 30, 2018

(Date of Event Which Requires Filing of This Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§ 240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box “.”

*Note:* Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. *See* § 240.13d-7 for other parties to whom copies are to be sent.

1           The remainder of this cover page shall be filled out for a reporting person’s initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be “filed” for the purpose of Section 18 of the Securities Exchange Act of 1934 (“Act”) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, *see* the *Notes*).

CUSIP NO. 371532102

|                                                                                     |                                                                                        |                          |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|--------------------------|
| 1                                                                                   | NAME OF REPORTING PERSON                                                               |                          |
|                                                                                     | Legion Partners, L.P. I                                                                |                          |
| 2                                                                                   | CHECK THE APPROPRIATE BOX IF A MEMBER <sup>(a)</sup> OF A GROUP <sup>(b)</sup>         |                          |
| 3                                                                                   | SEC USE ONLY                                                                           |                          |
| 4                                                                                   | SOURCE OF FUNDS                                                                        |                          |
|                                                                                     | WC                                                                                     |                          |
| 5                                                                                   | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) |                          |
| 6                                                                                   | CITIZENSHIP OR PLACE OF ORGANIZATION                                                   |                          |
|                                                                                     | Delaware                                                                               |                          |
| NUMBER OF<br>SHARES<br>BENEFICIALLY<br>OWNED BY<br>EACH<br>REPORTING<br>PERSON WITH | 7                                                                                      | SOLE VOTING POWER        |
|                                                                                     |                                                                                        | - 0 -                    |
|                                                                                     | 8                                                                                      | SHARED VOTING POWER      |
|                                                                                     |                                                                                        | 614,777                  |
|                                                                                     | 9                                                                                      | SOLE DISPOSITIVE POWER   |
|                                                                                     |                                                                                        | - 0 -                    |
|                                                                                     | 10                                                                                     | SHARED DISPOSITIVE POWER |
|                                                                                     |                                                                                        | 614,777                  |

11 AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

614,777  
12 CHECK BOX IF  
THE AGGREGATE  
AMOUNT IN ROW  
(11) EXCLUDES  
CERTAIN SHARES

13 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (11)

3.09%  
14 TYPE OF REPORTING  
PERSON

PN

CUSIP NO. 371532102

|                                                         |                                                                                        |                          |
|---------------------------------------------------------|----------------------------------------------------------------------------------------|--------------------------|
| 1                                                       | NAME OF REPORTING PERSON                                                               |                          |
|                                                         | Legion Partners, L.P. II                                                               |                          |
| 2                                                       | CHECK THE APPROPRIATE BOX IF A MEMBER (a) OF A GROUP (b)                               |                          |
| 3                                                       | SEC USE ONLY                                                                           |                          |
| 4                                                       | SOURCE OF FUNDS                                                                        |                          |
|                                                         | WC                                                                                     |                          |
| 5                                                       | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) |                          |
| 6                                                       | CITIZENSHIP OR PLACE OF ORGANIZATION                                                   |                          |
|                                                         | Delaware                                                                               |                          |
| NUMBER OF                                               | 7                                                                                      | SOLE VOTING POWER        |
| SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH |                                                                                        |                          |
|                                                         |                                                                                        | - 0 -                    |
|                                                         | 8                                                                                      | SHARED VOTING POWER      |
|                                                         |                                                                                        | 24,864                   |
|                                                         | 9                                                                                      | SOLE DISPOSITIVE POWER   |
|                                                         |                                                                                        | - 0 -                    |
|                                                         | 10                                                                                     | SHARED DISPOSITIVE POWER |
|                                                         |                                                                                        | 24,864                   |

11 AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

24,864  
12 CHECK BOX IF  
THE AGGREGATE  
AMOUNT IN ROW  
(11) EXCLUDES  
CERTAIN SHARES

13 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (11)

14 Less than 1%  
TYPE OF REPORTING  
PERSON

PN

CUSIP NO. 371532102

|                     |                                                                                        |                        |
|---------------------|----------------------------------------------------------------------------------------|------------------------|
| 1                   | NAME OF REPORTING PERSON                                                               |                        |
|                     | Legion Partners Special Opportunities, L.P. VIII                                       |                        |
| 2                   | CHECK THE APPROPRIATE BOX IF A MEMBER <sup>(a)</sup> OF A GROUP <sup>(b)</sup>         |                        |
| 3                   | SEC USE ONLY                                                                           |                        |
| 4                   | SOURCE OF FUNDS                                                                        |                        |
|                     | WC                                                                                     |                        |
| 5                   | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) |                        |
| 6                   | CITIZENSHIP OR PLACE OF ORGANIZATION                                                   |                        |
|                     | Delaware                                                                               |                        |
| NUMBER OF           | 7                                                                                      | SOLE VOTING POWER      |
| SHARES BENEFICIALLY |                                                                                        | - 0 -                  |
| OWNED BY            | 8                                                                                      | SHARED VOTING POWER    |
| EACH REPORTING      |                                                                                        | 225,403                |
| PERSON WITH         | 9                                                                                      | SOLE DISPOSITIVE POWER |
|                     |                                                                                        | - 0 -                  |
|                     | 10                                                                                     | SHARED DISPOSITIVE     |

POWER

225,403  
11 AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

225,403  
12 CHECK BOX IF  
THE AGGREGATE  
AMOUNT IN ROW  
(11) EXCLUDES  
CERTAIN SHARES

13 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (11)

1.13%  
14 TYPE OF REPORTING  
PERSON

PN

CUSIP NO. 371532102

|                                                                                     |                                                                                        |                          |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|--------------------------|
| 1                                                                                   | NAME OF REPORTING PERSON                                                               |                          |
|                                                                                     | Legion Partners, LLC                                                                   |                          |
| 2                                                                                   | CHECK THE APPROPRIATE BOX IF A MEMBER <sup>(a)</sup> OF A GROUP <sup>(b)</sup>         |                          |
| 3                                                                                   | SEC USE ONLY                                                                           |                          |
| 4                                                                                   | SOURCE OF FUNDS                                                                        |                          |
|                                                                                     | OO                                                                                     |                          |
| 5                                                                                   | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) |                          |
| 6                                                                                   | CITIZENSHIP OR PLACE OF ORGANIZATION                                                   |                          |
|                                                                                     | Delaware                                                                               |                          |
| NUMBER OF<br>SHARES<br>BENEFICIALLY<br>OWNED BY<br>EACH<br>REPORTING<br>PERSON WITH | 7                                                                                      | SOLE VOTING POWER        |
|                                                                                     |                                                                                        | - 0 -                    |
|                                                                                     | 8                                                                                      | SHARED VOTING POWER      |
|                                                                                     |                                                                                        | 865,044                  |
|                                                                                     | 9                                                                                      | SOLE DISPOSITIVE POWER   |
|                                                                                     |                                                                                        | - 0 -                    |
|                                                                                     | 10                                                                                     | SHARED DISPOSITIVE POWER |

865,044  
11 AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

865,044  
12 CHECK BOX IF  
THE AGGREGATE  
AMOUNT IN ROW  
(11) EXCLUDES  
CERTAIN SHARES

13 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (11)

4.34%  
14 TYPE OF REPORTING  
PERSON

OO

CUSIP NO. 371532102

|                                                                                     |                                                                                        |                        |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|------------------------|
| 1                                                                                   | NAME OF REPORTING PERSON                                                               |                        |
|                                                                                     | Legion Partners Asset Management, LLC                                                  |                        |
| 2                                                                                   | CHECK THE APPROPRIATE BOX IF A MEMBER (a) OF A GROUP (b)                               |                        |
| 3                                                                                   | SEC USE ONLY                                                                           |                        |
| 4                                                                                   | SOURCE OF FUNDS                                                                        |                        |
|                                                                                     | OO                                                                                     |                        |
| 5                                                                                   | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) |                        |
| 6                                                                                   | CITIZENSHIP OR PLACE OF ORGANIZATION                                                   |                        |
|                                                                                     | Delaware                                                                               |                        |
| NUMBER OF<br>SHARES<br>BENEFICIALLY<br>OWNED BY<br>EACH<br>REPORTING<br>PERSON WITH | 7                                                                                      | SOLE VOTING POWER      |
|                                                                                     |                                                                                        | - 0 -                  |
|                                                                                     | 8                                                                                      | SHARED VOTING POWER    |
|                                                                                     |                                                                                        | 865,044                |
|                                                                                     | 9                                                                                      | SOLE DISPOSITIVE POWER |
|                                                                                     |                                                                                        | - 0 -                  |
|                                                                                     | 10                                                                                     | SHARED DISPOSITIVE     |

POWER

11 865,044  
AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

12 865,044  
CHECK BOX IF  
THE AGGREGATE  
AMOUNT IN ROW  
(11) EXCLUDES  
CERTAIN SHARES

13 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (11)

14 4.34%  
TYPE OF REPORTING  
PERSON

IA

CUSIP NO. 371532102

|    |                                                                                        |
|----|----------------------------------------------------------------------------------------|
| 1  | NAME OF REPORTING PERSON                                                               |
|    | Legion Partners Holdings, LLC                                                          |
| 2  | CHECK THE APPROPRIATE BOX IF A MEMBER (a) OF A GROUP (b)                               |
| 3  | SEC USE ONLY                                                                           |
| 4  | SOURCE OF FUNDS                                                                        |
|    | OO                                                                                     |
| 5  | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) |
| 6  | CITIZENSHIP OR PLACE OF ORGANIZATION                                                   |
|    | Delaware                                                                               |
| 7  | SOLE VOTING POWER                                                                      |
| 8  | SHARED VOTING POWER                                                                    |
| 9  | SOLE DISPOSITIVE POWER                                                                 |
| 10 | SHARED DISPOSITIVE                                                                     |

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

- 0 -

865,144

- 0 -

POWER

11 865,144  
AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

12 865,144  
CHECK BOX IF  
THE AGGREGATE  
AMOUNT IN ROW  
(11) EXCLUDES  
CERTAIN SHARES

13 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (11)

14 4.34%  
TYPE OF REPORTING  
PERSON

OO

CUSIP NO. 371532102

|                     |                                                                                        |                          |
|---------------------|----------------------------------------------------------------------------------------|--------------------------|
| 1                   | NAME OF REPORTING PERSON                                                               |                          |
|                     | Christopher S. Kiper                                                                   |                          |
| 2                   | CHECK THE APPROPRIATE BOX IF A MEMBER (a) OF A GROUP (b)                               |                          |
| 3                   | SEC USE ONLY                                                                           |                          |
| 4                   | SOURCE OF FUNDS                                                                        |                          |
|                     | OO                                                                                     |                          |
| 5                   | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) |                          |
| 6                   | CITIZENSHIP OR PLACE OF ORGANIZATION                                                   |                          |
|                     | USA                                                                                    |                          |
| NUMBER OF           | 7                                                                                      | SOLE VOTING POWER        |
| SHARES BENEFICIALLY |                                                                                        | - 0 -                    |
| OWNED BY            | 8                                                                                      | SHARED VOTING POWER      |
| EACH REPORTING      |                                                                                        | 865,144                  |
| PERSON WITH         | 9                                                                                      | SOLE DISPOSITIVE POWER   |
|                     |                                                                                        | - 0 -                    |
|                     | 10                                                                                     | SHARED DISPOSITIVE POWER |

865,144  
11 AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

865,144  
12 CHECK BOX IF  
THE AGGREGATE  
AMOUNT IN ROW  
(11) EXCLUDES  
CERTAIN SHARES

13 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (11)

4.34%  
14 TYPE OF REPORTING  
PERSON

IN

CUSIP NO. 371532102

|                                                                                     |                                                                                        |                          |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|--------------------------|
| 1                                                                                   | NAME OF REPORTING PERSON                                                               |                          |
|                                                                                     | Raymond White                                                                          |                          |
| 2                                                                                   | CHECK THE APPROPRIATE BOX IF A MEMBER <sup>(a)</sup> OF A GROUP <sup>(b)</sup>         |                          |
| 3                                                                                   | SEC USE ONLY                                                                           |                          |
| 4                                                                                   | SOURCE OF FUNDS                                                                        |                          |
|                                                                                     | OO                                                                                     |                          |
| 5                                                                                   | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) |                          |
| 6                                                                                   | CITIZENSHIP OR PLACE OF ORGANIZATION                                                   |                          |
|                                                                                     | USA                                                                                    |                          |
| NUMBER OF<br>SHARES<br>BENEFICIALLY<br>OWNED BY<br>EACH<br>REPORTING<br>PERSON WITH | 7                                                                                      | SOLE VOTING POWER        |
|                                                                                     |                                                                                        | - 0 -                    |
|                                                                                     | 8                                                                                      | SHARED VOTING POWER      |
|                                                                                     |                                                                                        | 865,144                  |
|                                                                                     | 9                                                                                      | SOLE DISPOSITIVE POWER   |
|                                                                                     |                                                                                        | - 0 -                    |
|                                                                                     | 10                                                                                     | SHARED DISPOSITIVE POWER |

865,144  
11 AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

865,144  
12 CHECK BOX IF  
THE AGGREGATE  
AMOUNT IN ROW  
(11) EXCLUDES  
CERTAIN SHARES

13 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (11)

4.34%  
14 TYPE OF REPORTING  
PERSON

IN

CUSIP NO. 371532102

|    |                                                                                                                |
|----|----------------------------------------------------------------------------------------------------------------|
| 1  | NAME OF REPORTING PERSON                                                                                       |
| 2  | <p>4010 Partners, LP</p> <p>CHECK THE APPROPRIATE BOX IF A MEMBER <sup>(a)</sup> OF A GROUP <sup>(b)</sup></p> |
| 3  | SEC USE ONLY                                                                                                   |
| 4  | SOURCE OF FUNDS                                                                                                |
| 5  | <p>WC</p> <p>CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e)</p>        |
| 6  | CITIZENSHIP OR PLACE OF ORGANIZATION                                                                           |
| 7  | <p>Delaware</p> <p>SOLE VOTING POWER</p>                                                                       |
| 8  | <p>SHARED VOTING POWER</p>                                                                                     |
| 9  | <p>32,000</p> <p>SOLE DISPOSITIVE POWER</p>                                                                    |
| 10 | <p>- 0 -</p> <p>SHARED DISPOSITIVE POWER</p>                                                                   |

32,000  
11 AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

32,000  
12 CHECK BOX IF  
THE AGGREGATE  
AMOUNT IN ROW  
(11) EXCLUDES  
CERTAIN SHARES

13 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (11)

14 Less than 1%  
TYPE OF REPORTING  
PERSON

PN

CUSIP NO. 371532102

|                                                                                     |                                                                                        |                        |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|------------------------|
| 1                                                                                   | NAME OF REPORTING PERSON                                                               |                        |
|                                                                                     | 4010 General Partners, LLC                                                             |                        |
| 2                                                                                   | CHECK THE APPROPRIATE BOX IF A MEMBER <sup>(a)</sup> OF A GROUP <sup>(b)</sup>         |                        |
| 3                                                                                   | SEC USE ONLY                                                                           |                        |
| 4                                                                                   | SOURCE OF FUNDS                                                                        |                        |
|                                                                                     | AF                                                                                     |                        |
| 5                                                                                   | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) |                        |
| 6                                                                                   | CITIZENSHIP OR PLACE OF ORGANIZATION                                                   |                        |
|                                                                                     | Delaware                                                                               |                        |
| NUMBER OF<br>SHARES<br>BENEFICIALLY<br>OWNED BY<br>EACH<br>REPORTING<br>PERSON WITH | 7                                                                                      | SOLE VOTING POWER      |
|                                                                                     |                                                                                        | - 0 -                  |
|                                                                                     | 8                                                                                      | SHARED VOTING POWER    |
|                                                                                     |                                                                                        | 32,000                 |
|                                                                                     | 9                                                                                      | SOLE DISPOSITIVE POWER |
|                                                                                     |                                                                                        | - 0 -                  |
|                                                                                     | 10                                                                                     | SHARED DISPOSITIVE     |

POWER

32,000

11 AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

32,000

12 CHECK BOX IF  
THE AGGREGATE  
AMOUNT IN ROW  
(11) EXCLUDES  
CERTAIN SHARES

13 PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (11)

14 Less than 1%  
TYPE OF REPORTING  
PERSON

OO

CUSIP NO. 371532102

|                                                         |                                                                                        |                          |
|---------------------------------------------------------|----------------------------------------------------------------------------------------|--------------------------|
| 1                                                       | NAME OF REPORTING PERSON                                                               |                          |
|                                                         | 4010 Capital, LLC                                                                      |                          |
| 2                                                       | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP                                       | (a)                      |
|                                                         |                                                                                        | (b)                      |
| 3                                                       | SEC USE ONLY                                                                           |                          |
| 4                                                       | SOURCE OF FUNDS                                                                        |                          |
|                                                         | AF                                                                                     |                          |
| 5                                                       | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) |                          |
| 6                                                       | CITIZENSHIP OR PLACE OF ORGANIZATION                                                   |                          |
|                                                         | Delaware                                                                               |                          |
| NUMBER OF                                               | 7                                                                                      | SOLE VOTING POWER        |
| SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH |                                                                                        |                          |
|                                                         |                                                                                        | - 0 -                    |
|                                                         | 8                                                                                      | SHARED VOTING POWER      |
|                                                         |                                                                                        | 32,000                   |
|                                                         | 9                                                                                      | SOLE DISPOSITIVE POWER   |
|                                                         |                                                                                        | - 0 -                    |
|                                                         | 10                                                                                     | SHARED DISPOSITIVE POWER |

32,000

11

AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

32,000

12

CHECK BOX IF  
THE AGGREGATE  
AMOUNT IN ROW  
(11) EXCLUDES  
CERTAIN SHARES

13

PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (11)

14

Less than 1%  
TYPE OF REPORTING  
PERSON

OO

12

CUSIP NO. 371532102

|    |                                                                                        |                          |
|----|----------------------------------------------------------------------------------------|--------------------------|
| 1  | NAME OF REPORTING PERSON                                                               |                          |
|    | Steven E. Litt                                                                         |                          |
| 2  | CHECK THE APPROPRIATE BOX IF A MEMBER (a) OF A GROUP (b)                               |                          |
| 3  | SEC USE ONLY                                                                           |                          |
| 4  | SOURCE OF FUNDS                                                                        |                          |
|    | AF                                                                                     |                          |
| 5  | CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e) |                          |
| 6  | CITIZENSHIP OR PLACE OF ORGANIZATION                                                   |                          |
|    | USA                                                                                    |                          |
| 7  | NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH                      | SOLE VOTING POWER        |
|    |                                                                                        | - 0 -                    |
| 8  |                                                                                        | SHARED VOTING POWER      |
|    |                                                                                        | 32,000                   |
| 9  |                                                                                        | SOLE DISPOSITIVE POWER   |
|    |                                                                                        | - 0 -                    |
| 10 |                                                                                        | SHARED DISPOSITIVE POWER |

32,000

11

AGGREGATE AMOUNT  
BENEFICIALLY OWNED  
BY EACH REPORTING  
PERSON

32,000

12

CHECK BOX IF  
THE AGGREGATE  
AMOUNT IN ROW  
(11) EXCLUDES  
CERTAIN SHARES

13

PERCENT OF CLASS  
REPRESENTED BY  
AMOUNT IN ROW (11)

14

Less than 1%  
TYPE OF REPORTING  
PERSON

IN

13

CUSIP NO. 371532102

The following constitutes Amendment No. 9 to the Schedule 13D filed by the undersigned ("Amendment No. 9"). This Amendment No. 9 amends the Schedule 13D as specifically set forth herein.

Item 3. Source and Amount of Funds or Other Consideration.

Item 3 is hereby amended and restated in its entirety as follows:

The Shares purchased by each of Legion Partners I, Legion Partners II, Legion Partners Special VIII, Legion Partners Holdings and 4010 Partners were purchased with working capital (which may, at any given time, include margin loans made by brokerage firms in the ordinary course of business) in open market purchases, except as otherwise noted in Schedule A, which is incorporated herein by reference.

The aggregate purchase price of the 614,777 Shares owned directly by Legion Partners I is approximately \$17,304,453, including brokerage commissions. The aggregate purchase price of the 24,864 Shares owned directly by Legion Partners II is approximately \$680,996, including brokerage commissions. The aggregate purchase price of the 225,403 Shares owned directly by Legion Partners Special VIII is approximately \$6,999,658, including brokerage commissions. The aggregate purchase price of the 100 Shares owned directly by Legion Partners Holdings is approximately \$3,827, including brokerage commissions. The aggregate purchase price of the 32,000 Shares beneficially owned by 4010 Partners is approximately \$936,998, including brokerage commissions.

Item 5. Interest in Securities of the Issuer.

Item 5 is hereby amended and restated in its entirety as follows:

(a) The aggregate percentage of Shares reported owned by each person named herein is based upon 19,915,132 Shares outstanding as of June 1, 2018, which is the total number of Shares outstanding as reported in the Issuer's Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission on June 14, 2018.

A. Legion Partners I

(a) As of the close of business on August 31, 2018, Legion Partners I beneficially owned 614,777 Shares.  
Percentage: Approximately 3.09%

(b)

1. Sole power to vote or direct vote: 0
2. Shared power to vote or direct vote: 614,777
3. Sole power to dispose or direct the disposition: 0
4. Shared power to dispose or direct the disposition: 614,777

(c) The transactions in the Shares by Legion Partners I since the filing of Amendment No. 8 are set forth in Schedule A and are incorporated herein by reference.

B. Legion Partners II

(a) As of the close of business on August 31, 2018, Legion Partners II beneficially owned 24,864 Shares.  
Percentage: Less than 1.0%

CUSIP NO. 371532102

- (b)
1. Sole power to vote or direct vote: 0
  2. Shared power to vote or direct vote: 24,864
  3. Sole power to dispose or direct the disposition: 0
  4. Shared power to dispose or direct the disposition: 24,864

(c) The transactions in the Shares by Legion Partners II since the filing of Amendment No. 8 are set forth in Schedule A and are incorporated herein by reference.

C. Legion Partners Special VIII

(a) As of the close of business on August 31, 2018, Legion Partners Special VIII beneficially owned 225,403 Shares. Percentage: Approximately 1.13%

- (b)
1. Sole power to vote or direct vote: 0
  2. Shared power to vote or direct vote: 225,403
  3. Sole power to dispose or direct the disposition: 0
  4. Shared power to dispose or direct the disposition: 225,403

(c) The transactions in the Shares by Legion Partners Special VIII since the filing of Amendment No. 8 are set forth in Schedule A and are incorporated herein by reference.

D. Legion Partners, LLC

As the general partner of each of Legion Partners I, Legion Partners II and Legion Partners Special VIII, Legion Partners, LLC may be deemed the beneficial owner of the (i) 614,777 Shares owned by Legion Partners I, (ii) 24,864 Shares owned by Legion Partners II, and (iii) 225,403 Shares owned by Legion Partners Special VIII. Percentage: Approximately 4.34%

- (b)
1. Sole power to vote or direct vote: 0
  2. Shared power to vote or direct vote: 865,044
  3. Sole power to dispose or direct the disposition: 0
  4. Shared power to dispose or direct the disposition: 865,044

(c) Legion Partners, LLC has not entered into any transactions since the filing of Amendment No. 8.

E. Legion Partners Asset Management

(a) Legion Partners Asset Management, as the investment advisor of each of Legion Partners I, Legion Partners II and Legion Partners Special VIII, may be deemed the beneficial owner of the (i) 614,777 Shares owned by Legion Partners I, (ii) 24,864 Shares owned by Legion Partners II, and (iii) 225,403 Shares owned by Legion Partners Special VIII.

Percentage: Approximately 4.34%

- (b)
1. Sole power to vote or direct vote: 0
  2. Shared power to vote or direct vote: 865,044
  3. Sole power to dispose or direct the disposition: 0
  4. Shared power to dispose or direct the disposition: 865,044

(c) Legion Partners Asset Management has not entered into any transactions since the filing of Amendment No. 8.

CUSIP NO. 371532102

F. Legion Partners Holdings

As of the close of business on August 31, 2018, Legion Partners Holdings directly owned 100 Shares. Legion Partners Holdings, as the sole member of Legion Partners Asset Management and sole member of Legion Partners, (a) LLC, may be deemed the beneficial owner of the (i) 614,777 Shares owned by Legion Partners I, (ii) 24,864 Shares owned by Legion Partners II, and (iii) 225,403 Shares owned by Legion Partners Special VIII.

Percentage: Approximately 4.34%

- (b)
1. Sole power to vote or direct vote: 0
  2. Shared power to vote or direct vote: 865,144
  3. Sole power to dispose or direct the disposition: 0
  4. Shared power to dispose or direct the disposition: 865,144

(c) Legion Partners Holdings has not entered into any transactions since the filing of Amendment No. 8.

G. Messrs. Kiper and White

Each of Messrs. Kiper and White, as a managing director of Legion Partners Asset Management and a managing member of Legion Partners Holdings, may be deemed the beneficial owner of the (i) 614,777 Shares owned by (a) Legion Partners I, (ii) 24,864 Shares owned by Legion Partners II, (iii) 225,403 Shares owned by Legion Partners Special VIII, and (iv) 100 Shares owned by Legion Partners Holdings.

Percentage: Approximately 4.34%

- (b)
1. Sole power to vote or direct vote: 0
  2. Shared power to vote or direct vote: 865,144
  3. Sole power to dispose or direct the disposition: 0
  4. Shared power to dispose or direct the disposition: 865,144

(c) None of Messrs. Kiper or White have entered into any transactions since the filing of Amendment No. 8.

H. 4010 Partners

(a) As of the close of business on August 31, 2018, 4010 Partners beneficially owned 32,000 Shares. Percentage: Less than 1%

- (b)
1. Sole power to vote or direct vote: 0
  2. Shared power to vote or direct vote: 32,000
  3. Sole power to dispose or direct the disposition: 0
  4. Shared power to dispose or direct the disposition: 32,000

(c) The transactions in the Shares by 4010 Partners since the filing of Amendment No. 8 are set forth in Schedule A and are incorporated herein by reference.

CUSIP NO. 371532102

I. 4010 General Partner

- (a) As the general partner of 4010 Partners, 4010 General Partner may be deemed to beneficially own the 32,000 Shares beneficially owned by 4010 Partners.

Percentage: Less than 1%

- (b)
1. Sole power to vote or direct vote: 0
  2. Shared power to vote or direct vote: 32,000
  3. Sole power to dispose or direct the disposition: 0
  4. Shared power to dispose or direct the disposition: 32,000

- (c) 4010 General Partner has not entered into any transactions since the filing of Amendment No. 8.

J. 4010 Capital

- (a) As the investment manager to 4010 Partners, 4010 Capital may be deemed to beneficially own the 32,000 Shares beneficially owned by 4010 Partners.

Percentage: Less than 1%

- (b)
1. Sole power to vote or direct vote: 0
  2. Shared power to vote or direct vote: 32,000
  3. Sole power to dispose or direct the disposition: 0
  4. Shared power to dispose or direct the disposition: 32,000

- (c) 4010 Capital has not entered into any transactions since the filing of Amendment No. 8.

K. Mr. Litt

- (a) As the managing member of 4010 General Partner, Mr. Litt may be deemed to beneficially own the 32,000 Shares beneficially owned by 4010 Partners.

Percentage: Less than 1%

- (b)
1. Sole power to vote or direct vote: 0
  2. Shared power to vote or direct vote: 32,000
  3. Sole power to dispose or direct the disposition: 0
  4. Shared power to dispose or direct the disposition: 32,000

- (c) Mr. Litt has not entered into any transactions since the filing of Amendment No. 8.

CUSIP NO. 371532102

The filing of this Schedule 13D shall not be construed as an admission that the Reporting Persons are, for purposes of Section 13(d) of the Securities Exchange Act of 1934, as amended, the beneficial owners of any of the securities reported herein. Each of the Reporting Persons specifically disclaims beneficial ownership of the securities reported herein that are not directly owned by such Reporting Person, except to the extent of their pecuniary interest therein.

- (d) No person other than the Reporting Persons is known to have the right to receive, or the power to direct the receipt of dividends from, or proceeds from the sale of, the Shares.
- (e) As of August 30, 2018, the Reporting Persons ceased to be the beneficial owners of more than 5% of the Shares of the Issuer.

Item 6. Contracts, Arrangements, Understandings or Relationships With Respect to Securities of the Issuer.

Item 6 is hereby amended and restated to add the following:

Schedule A is incorporated herein by reference to this Item 6.

Legion Partners I has sold short in over the counter market American-style call options, referencing 71,000 Shares, which have an exercise price of \$45.00 per Share and expire on September 21, 2018. Legion Partners I has sold short in over the counter market American-style call options, referencing 223,500 Shares, which have an exercise price of \$50.00 per Share and expire on December 21, 2018.

Legion Partners II has sold short in over the counter market American-style call options, referencing 2,900 Shares, which have an exercise price of \$45.00 per Share and expire on September 21, 2018. Legion Partners II has sold short in over the counter market American-style call options, referencing 9,000 Shares, which have an exercise price of \$50.00 per Share and expire on December 21, 2018.

Legion Partners Special VIII has sold short in over the counter market American-style call options, referencing 26,100 Shares, which have an exercise price of \$45.00 per Share and expire on September 21, 2018. Legion Partners Special VIII has sold short in over the counter market American-style call options, referencing 81,900 Shares, which have an exercise price of \$50.00 per Share and expire on December 21, 2018.

4010 Partners has sold short in over the counter market American-style call options, referencing 4,000 Shares, which have an exercise price of \$45.00 per Share and expire on October 19, 2018, as further detailed in Schedule A hereto, which is incorporated by reference herein. 4010 Partners has sold short in over the counter market American-style call options, referencing 5,500 Shares, which have an exercise price of \$50.00 per Share and expire on December 21, 2018.

CUSIP NO. 371532102

SIGNATURES

After reasonable inquiry and to the best of his knowledge and belief, the undersigned certifies that the information set forth in this statement is true, complete and correct.

Dated: August 31, 2018

Legion Partners, L.P. I

Legion Partners Asset  
By: Management, LLC  
Investment Advisor

By: /s/ Christopher S. Kiper  
Name: Christopher S. Kiper  
Title: Managing Director

Legion Partners, L.P. II

Legion Partners Asset  
By: Management, LLC  
Investment Advisor

By: /s/ Christopher S. Kiper  
Name: Christopher S. Kiper  
Title: Managing Director

Legion Partners Special  
Opportunities, L.P. VIII

Legion Partners Asset  
By: Management, LLC  
Investment Advisor

By: /s/ Christopher S. Kiper  
Name: Christopher S. Kiper  
Title: Managing Director

Legion Partners, LLC

By: Legion Partners Holdings,  
LLC

Managing Member

By: /s/ Christopher S. Kiper  
Name: Christopher S. Kiper  
Title: Managing Member

Legion Partners Asset  
Management, LLC

By: /s/ Christopher S. Kiper  
Name: Christopher S. Kiper  
Title: Managing Director

CUSIP NO. 371532102

Legion Partners Holdings, LLC

By: /s/ Christopher S. Kiper  
Name: Christopher S. Kiper  
Title: Managing Member

/s/ Christopher S. Kiper  
Christopher S. Kiper

/s/ Raymond White  
Raymond White

CUSIP NO. 371532102

4010 Partners, LP

4010 General Partner,  
By: LLC,  
its General Partner

By: /s/ Steven E. Litt  
Name: Steven E. Litt  
Title: Managing Member

4010 General Partner, LLC

By: /s/ Steven E. Litt  
Name: Steven E. Litt  
Title: Managing Member

4010 Capital, LLC

By: /s/ Steven E. Litt  
Name: Steven E. Litt  
Title: Managing Member

/s/ Steven E. Litt  
Steven E. Litt

CUSIP NO. 371532102

SCHEDULE A

Transactions in the Securities of the Issuer Since the Filing of Amendment No. 8

| <u>Nature of Transaction</u> | <u>Date of</u>       | <u>Securities Purchased/(Sold)</u> | <u>Price (\$)</u> |
|------------------------------|----------------------|------------------------------------|-------------------|
|                              | <u>Purchase/Sale</u> |                                    |                   |

Legion Partners, L.P. I

|                      |            |          |           |
|----------------------|------------|----------|-----------|
| Sale of Common Stock | 08/30/2018 | (39,579) | \$50.8860 |
| Sale of Common Stock | 08/31/2018 | (57,131) | \$50.7555 |

Legion Partners, L.P. II

|                      |            |         |           |
|----------------------|------------|---------|-----------|
| Sale of Common Stock | 08/30/2018 | (1,605) | \$50.8860 |
| Sale of Common Stock | 08/31/2018 | (2,316) | \$50.7555 |

Legion PartnerS SPECIAL OPPORTUNITIES, L.P. viii

|                      |            |          |           |
|----------------------|------------|----------|-----------|
| Sale of Common Stock | 08/30/2018 | (14,516) | \$50.8860 |
| Sale of Common Stock | 08/31/2018 | (20,953) | \$50.7555 |

4010 PARTNERS, LP

|                                                       |            |         |           |
|-------------------------------------------------------|------------|---------|-----------|
| Sale of October 2018 Call Option (\$45 Strike Price)* | 08/30/2018 | (15)    | \$6.4000  |
| Sale of Common Stock                                  | 08/31/2018 | (1,000) | \$50.9000 |

\*Represents American-style call options sold short in the over-the-counter market.