

JORDAN MARK S
 Form 4
 July 16, 2010

FORM 4

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

OMB APPROVAL

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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 *
 JORDAN MARK S

2. Issuer Name and Ticker or Trading Symbol
 BASSETT FURNITURE INDUSTRIES INC [BSET]

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)

(Last) (First) (Middle)
 3525 FAIRYSTONE PARK HWY, P
 O BOX 626
 (Street)

3. Date of Earliest Transaction
 (Month/Day/Year)
 07/16/2010

____ Director
 Officer (give title below) _____ Other (specify below)
 SVP--Upholstery

BASSETT, VA 24055

(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 or (D) Price		
Common	07/14/2010		A		4,000 <u>(2)</u> 4.38	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 or Number of Shares
OPTION ⁽¹⁾	\$ 14.7	01/13/2002		A		3,334		01/15/2003	01/14/2012	COMMON	3,334
OPTION ⁽¹⁾	\$ 14.7	01/13/2002		A		3,333		01/15/2004	01/14/2012	COMMON	3,333
OPTION ⁽¹⁾	\$ 14.7	01/13/2002		A		3,333		01/15/2005	01/14/2012	COMMON	3,333
OPTION ⁽¹⁾	\$ 21.12	01/22/2004		A		12,500		11/15/2004	02/23/2014	COMMON	12,500
OPTION ⁽¹⁾	\$ 10.6	10/17/2007		A		4,000		10/17/2008	10/16/2017	COMMON	4,000
OPTION ⁽¹⁾	\$ 10.6	10/17/2007		A		4,000		10/17/2009	10/16/2017	COMMON	4,000
OPTION ⁽¹⁾	\$ 10.6	10/17/2007		A		4,000		10/17/2010	10/16/2017	COMMON	4,000
Option ⁽¹⁾	\$ 4.38	07/14/2010		A		4,000		07/14/2011	07/13/2020	Common	4,000
Option ⁽¹⁾	\$ 4.38	07/14/2010		A		4,000		07/14/2012	07/13/2020	Common	4,000
Option ⁽¹⁾	\$ 4.38	07/14/2010		A		4,000		07/14/2013	07/13/2020	Common	4,000
Option ⁽¹⁾	\$ 4.38	07/14/2010		A		4,000		07/14/2014	07/13/2020	Common	4,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
JORDAN MARK S 3525 FAIRYSTONE PARK HWY P O BOX 626 BASSETT, VA 24055			SVP--Upholstery	

Signatures

Mark S Jordan 07/16/2010

**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) GRANTED UNDER THE 1997 EMPLOYEE STOCK PLAN WHICH IS A RULE 16b-3 PLAN.
 - (2) Restriction lifted on Sale--Lifted after 3 years continuous service. Earlier upon death or retirement.

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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