

Daniel John Michael
 Form 4
 July 16, 2010

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
 Expires: January 31, 2005
 Estimated average burden hours per response... 0.5

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 *
 Daniel John Michael

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

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)
 ___ Director ___ 10% Owner
 Officer (give title below) ___ Other (specify below)
 V P, Chief Accounting Officer

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

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

BASSETT, VA 24055

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

(City) (State) (Zip)

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	07/14/2010		A	(A) or (D) A	4,000 \$ 4,760.2279 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)	8. Amount or Number of Shares
Option <u>(1)</u>	\$ 14.73	04/19/2007		A	2,500	04/19/2008 04/18/2017	Common	2,500
Option <u>(1)</u>	\$ 14.73	04/19/2007		A	2,500	04/19/2009 04/18/2017	Common	2,500
Option <u>(1)</u>	\$ 14.73	04/19/2007		A	2,500	04/19/2010 04/18/2017	Common	2,500
Option <u>(1)</u>	\$ 4.38	07/14/2010		A	4,000	07/14/2011 07/13/2020	Common	4,000
Option <u>(1)</u>	\$ 4.38	07/14/2010		A	4,000	07/14/2012 07/13/2020	Common	4,000
Option	\$ 4.38	07/14/2010		A	4,000	07/14/2013 07/13/2020	Common	4,000
Option <u>(1)</u>	\$ 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
Daniel John Michael P O BOX 626 3525 FAIRYSTONE PARK HWY BASSETT, VA 24055			V P, Chief Accounting Officer	

Signatures

John Michael
Daniel
07/16/2010
Date

**Signature of Reporting Person

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.

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- (2) Includes shares acquired under the 2000 Employee Stock Purchase plan in transactions exempt under Rule 16b-3 (c).
- (3) Restriction 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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