

HERVEY JAY R  
Form 4  
July 15, 2011

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
HERVEY JAY R

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)  
07/15/2011

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Vice Pres Sec & Gen Counsel

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 Indirect Beneficial Ownership (Instr. 4)
COMMON	07/13/2011		A	(A) Code V Amount (D) Price 6,000 (5) A \$ 8.02	8,001.582 (2)	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	\$ 14.7	01/24/2006		M			83 <u>(1)</u>	01/15/2005	01/14/2012	Common	83
<u>OPTION (3)</u>	\$ 10.6	10/17/2007		A		3,334		10/17/2008	10/16/2017	COMMON	3,334
<u>OPTION (3)</u>	\$ 10.6	10/17/2007		A		3,333		10/17/2009	10/16/2017	COMMON	3,333
<u>OPTION (3)</u>	\$ 10.6	10/17/2007		A		3,333		10/17/2010	10/16/2017	COMMON	3,333
Option <u>(4)</u>	\$ 4.38	07/14/2010		A		2,000		07/14/2011	07/13/2020	Common	2,000
Option <u>(4)</u>	\$ 4.38	07/14/2010		A		2,000		07/14/2012	07/13/2020	Common	2,000
Option <u>(4)</u>	\$ 4.38	07/14/2010		A		2,000		07/14/2013	07/13/2020	Common	2,000
Option <u>(4)</u>	\$ 4.38	07/14/2010		A		2,000		07/14/2014	07/13/2020	Common	2,000
<u>OPTION (4)</u>	\$ 8.02	07/13/2011		A		1,500		07/13/2012	07/12/2021	COMMON	1,500
<u>OPTION (4)</u>	\$ 8.02	07/13/2011		A		1,500		07/13/2013	07/12/2021	COMMON	1,500
<u>OPTION (4)</u>	\$ 8.02	07/13/2011		A		1,500		07/13/2014	07/12/2021	COMMON	1,500
<u>OPTION (4)</u>	\$ 8.02	07/13/2011		A		1,500		07/13/2016	07/12/2021	COMMON	1,500

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HERVEY JAY R 3525 FAIRYSTONE PARK HWY P O BOX 626 BASSETT, VA 24055			Vice Pres Sec & Gen Counsel	

## Signatures

Jay R Hervey

07/16/2011

\*\*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) Pursuant to a 10b5-1 trading plan.
- (2) Includes shares acquired under the 2000 Employee Stock Purchase Plan in transactions exempt under Rule 16b-3(c).
- (3) GRANTED UNDER THE 1997 EMPLOYEE STOCK PLAN WHICH IS A RULE 16b-3 PLAN.
- (4) GRANTED UNDER THE 2010 STOCK INCENTIVE PLAN WHICH IS A RULE 16B-3 PLAN.
- (5) RESTRICTIONS ON SALE AND RISK OF FORFEITURE UNTIL VESTING AFTER 3 YEARS CONTINUOUS SERVICE, OR 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. 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.