

JOHNSON MATTHEW S  
Form 4  
July 23, 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 \*  
JOHNSON MATTHEW 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)  
07/23/2010

\_\_\_\_ Director  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
VP-Product Development

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	07/21/2010		S	V Amount (D) Price 3,100 D \$ 4.4438	3,396.714 <sup>(1)</sup>	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)	Amount or Number of Shares
Option <sup>(2)</sup>	\$ 14.7	01/15/2002		A	2,667	01/15/2003 01/14/2012	Common	2,667
Option <sup>(2)</sup>	\$ 14.7	01/15/2002		A	2,667	01/15/2004 01/14/2012	Common	2,667
Option <sup>(2)</sup>	\$ 14.7	01/15/2002		A	2,666	01/15/2005 01/14/2012	Common	2,666
Option <sup>(2)</sup>	\$ 21.12	02/24/2004		A	12,500	11/15/2004 02/23/2014	Common	12,500
OPTION <sup>(2)</sup>	\$ 10.6	10/17/2007		A	3,334	10/17/2008 10/16/2017	COMMON	3,334
OPTION <sup>(2)</sup>	\$ 10.6	10/17/2007		A	3,333	10/17/2009 10/16/2017	COMMON	3,333
OPTION <sup>(2)</sup>	\$ 10.6	10/17/2007		A	3,333	10/17/2010 10/16/2017	COMMON	3,333
Option <sup>(2)</sup>	\$ 4.38	07/14/2010		A	2,000	07/14/2011 07/13/2020	Common	2,000
Option <sup>(2)</sup>	\$ 4.38	07/14/2010		A	2,000	07/14/2012 07/13/2020	Common	2,000
Option <sup>(2)</sup>	\$ 4.38	07/14/2010		A	2,000	07/14/2013 07/13/2020	Common	2,000
Option <sup>(2)</sup>	\$ 4.38	07/14/2010		A	2,000	07/14/2014 07/13/2020	Common	2,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
JOHNSON MATTHEW S 3525 FAIRYSTONE PARK HWY P O BOX 626 BASSETT, VA 24055			VP-Product Development	

## Signatures

Matthew S  
Johnson  
07/23/2010

\*\*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 acquired under the 2000 Employee Stock Purchase Plan in Transactions exempt under Rule 16b-3(c).
- (2) GRANTED UNDER THE 1997 EMPLOYEE STOCK PLAN WHICH IS A RULE 16b-3 PLAN.

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.