

FURROW SAMUEL J  
Form 4  
July 22, 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 \*  
FURROW SAMUEL J

2. Issuer Name and Ticker or Trading Symbol  
JOE'S JEANS INC. [JOEZ]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
P.O. BOX 32676  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
07/20/2010

Director  10% Owner  
 Officer (give title below)  Other (specify below)

KNOXVILLE, TN 37930-2676  
(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  | (A) or (D)   | Price                             |
| Common Stock                    | 07/20/2010                           |  | S                              |   | 4,000   | D  | \$ 1.92                           |
|                                 |                                      |  |                                |   |   |  | 2,674,843 <sup>(1)</sup>          |
| Common Stock                    | 07/20/2010                           |  | S                              |   | 3,000   | D  | \$ 1.94                           |
|                                 |                                      |  |                                |   |   |  | 2,671,843 <sup>(1)</sup>          |
| Common Stock                    | 07/21/2010                           |  | S                              |   | 1,000   | D  | \$ 1.98                           |
|                                 |                                      |  |                                |   |   |  | 2,670,843 <sup>(1)</sup>          |
| Common Stock                    | 07/21/2010                           |  | S                              |   | 3,900   | D  | \$ 2                              |
|                                 |                                      |  |                                |   |   |  | 2,666,943 <sup>(1)</sup>          |
| Common Stock                    | 07/21/2010                           |  | S                              |   | 100   | D  | \$ 2.01                           |
|                                 |                                      |  |                                |   |   |  | 2,666,843 <sup>(1)</sup>          |
|                                 | 07/21/2010                           |  | S                              |   | 2,000   | D  |                                   |
|                                 |                                      |  |                                |   |   |  | 2,664,843 <sup>(1)</sup>          |



## 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 of restricted stock units previously reported on Table I that are subject to vesting requirements.

These shares are held for the account of the reporting persons spouse and the reporting person may be deemed to be the indirect beneficial owner of these shares. The reporting person disclaims beneficial ownership of common stock held in the account except to the extent of

- (2) his pecuniary interest therein. The filing of this statement shall not be deemed to be an admission that the reporting person is the beneficial owner of any securities not held directly for his account for purposes of Section 16 of the Securities Exchange Act of 1934, as amended, or otherwise.

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.