

SOTHEBYS HOLDINGS INC
Form 4
March 14, 2006

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 *
Alexander Susan

2. Issuer Name and Ticker or Trading Symbol
SOTHEBYS HOLDINGS INC
[BID]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

38500 WOODWARD AVENUE, SUITE 100

(Street)

3. Date of Earliest Transaction (Month/Day/Year)
03/13/2006

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
EVP & WW Head of HR

BLOOMFIELD HILLS, MI 48304

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)	
				(A) or (D)	Price			
				Code	V	Amount		
Class A Limited Voting Common Stock	03/13/2006		M	30,000	A	Ⓐ	65,701 ⁽²⁾	D
Class A Limited Voting Common Stock	03/13/2006		S	7,600	D	\$ 23.4	58,101 ⁽²⁾	D
	03/13/2006		S	4,100	D		54,001 ⁽²⁾	D

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Class A Limited Voting Common Stock						\$ 23.41		
Class A Limited Voting Common Stock	03/13/2006	S	11,600	D	\$ 23.42	42,401 ⁽²⁾	D	
Class A Limited Voting Common Stock	03/13/2006	S	3,100	D	\$ 23.44	39,301 ⁽²⁾	D	
Class A Limited Voting Common Stock	03/13/2006	S	2,200	D	\$ 23.45	37,101 ⁽²⁾	D	
Class A Limited Voting Common Stock	03/13/2006	S	800	D	\$ 23.46	36,301 ⁽²⁾	D	
Class A Limited Voting Common Stock	03/13/2006	S	400	D	\$ 23.48	35,901 ⁽²⁾	D	
Class A Limited Voting Common Stock	03/13/2006	S	200	D	\$ 23.49	35,701 ⁽²⁾	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivative Securities	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount Underlying Securities (Instr. 3 and 4)
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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option-Right to Buy ⁽³⁾	\$ 13.69	03/13/2006	M	30,000					<u>(4)</u>	01/30/2007	Class A Limited Voting Common Stock	30,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Alexander Susan 38500 WOODWARD AVENUE SUITE 100 BLOOMFIELD HILLS, MI 48304			EVP & WW Head of HR	

Signatures

/s/ Susan Alexander
03/14/2006

 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) Not Applicable
- (2) Includes 30,605 shares of unvested restricted stock
- (3) Granted under the Issuer's 1997 Employee Stock Option Plan
- (4) 40,000 stock options became exercisable on 1/30/03.

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.