

Hammer Russell
Form 4
June 17, 2010

FORM 4

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

OMB APPROVAL

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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 *
Hammer Russell

(Last) (First) (Middle)
6328 MONARCH PARK PLACE
(Street)
NIWOT, CO 80503
(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
Cross, Inc. [CROX]

3. Date of Earliest Transaction
(Month/Day/Year)
06/15/2010

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

___ Director ___ 10% Owner
 Officer (give title below) ___ Other (specify below)
SVP/Chief Financial Officer

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)
				(A) or (D)	Price		
Common Stock	06/15/2010		M	2,083	A \$ 10.03	90,076	D
Common Stock	06/15/2010		S ⁽¹⁾	2,083	D \$ 11.5	87,993	D
Common Stock	06/15/2010		A	23,789 ⁽³⁾	A \$ 0	111,782	D

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

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number.

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

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
Employee Stock Option (Right to Buy)	\$ 10.03	06/15/2010		M	2,083	(2) 06/02/2018	Common Stock	2,083

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Hammer Russell 6328 MONARCH PARK PLACE NIWOT, CO 80503			SVP/Chief Financial Officer	

Signatures

/s/ Jason Day,
Attorney-in-Fact
06/17/2010

**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) The shares were sold pursuant to a sales plan adopted by the reporting person on March 16, 2010 and intended to comply with Rule 10b5-1 under the Securities Exchange Act of 1934.
- (2) Twenty-five percent (25%) of the option shares vested and became exercisable on June 2, 2009. Thereafter, the remaining options vest and become exercisable in thirty-six (36) successive equal monthly installments upon the reporting person's completion of each additional month of continuous service with the issuer.
- (3) On June 15, 2010, the issuer's board of directors granted a restricted stock award to the reporting person under the issuer's 2007 Equity Incentive Plan. One-half of the award will vest in four equal annual installments beginning on the first anniversary of the date of grant, provided that the reporting person remains employed by the issuer as of each vesting date. One-half of the award will vest on the fourth anniversary of the date of grant, provided that certain corporate performance metrics are achieved and the reporting person remains employed by the issuer as of such vesting date.

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