

LAWSON JOEL S III  
Form 4  
November 27, 2012

**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 \*  
LAWSON JOEL S III

2. Issuer Name and Ticker or Trading Symbol  
URBAN OUTFITTERS INC  
[URBN]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
11/26/2012

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

C/O 5000 SOUTH BROAD STREET

(Street)

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

PHILADELPHIA, PA 19112

(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 Ownership (Instr. 4) |        |   |                       |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|--------|---|-----------------------|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |  |        |   |                       |
|                                 |                                      |  |                                | Code  | V   | Amount   |  |        |   |                       |
| Common Shares                   | 10/29/2012                           |  | G <sup>(1)</sup>               | V   | 75,000  | D  | \$ 0                                       | 10,000 | D |                       |
| Common Shares                   | 10/29/2012                           |  | G <sup>(1)</sup>               | V   | 75,000  | A  | \$ 0                                       | 75,000 | I | by Mary Ann B. Lawson |
| Common Shares                   | 11/07/2012                           |  | G <sup>(2)</sup>               | V   | 75,000  | D  | \$ 0                                       | 0      | I | by Mary Ann B. Lawson |
| Common Shares                   | 11/07/2012                           |  | G <sup>(2)</sup>               | V   | 75,000  | A  | \$ 0                                       | 75,000 | I | by The Mary Ann       |

|               |            |   |       |   |            |        |   |   |
|---------------|------------|---|-------|---|------------|--------|---|---|
| Common Shares | 11/26/2012 | S | 3,500 | D | \$ 38.3801 | 10,900 | I | B. Lawson 2012 Irrevocable Trust<br>by The Grace R. Lawson Family Trust |
| Common Shares | 11/26/2012 | S | 900   | D | \$ 38.38   | 10,000 | I | by The Grace R. Lawson Family Trust                                     |

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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**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. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Owned Following Transaction (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares  |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| LAWSON JOEL S III<br>C/O 5000 SOUTH BROAD STREET<br>PHILADELPHIA, PA 19112 | X             |           |         |       |

## Signatures

/s/ Joel S.  
Lawson III

11/27/2012

\_\_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) This transaction involved a gift of securities by the reporting person to his spouse, who shares reporting person's household.
  - (2) This transaction involved a gift of securities by the reporting person's spouse to The Mary Ann B. Lawson 2012 Irrevocable Trust of which the reporting person is trustee.

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.