

McConnell Michael J
 Form 4
 July 20, 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 *
 McConnell Michael J

2. Issuer Name and Ticker or Trading Symbol
 COLLECTORS UNIVERSE INC
 [CLCT]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
 2031 TONDOLEA LANE
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 07/19/2010

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

LA CANADA, CA 91011
 (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 Indirect Beneficial Ownership (Instr. 4)
			Code V	Amount (A) or (D) Price			
Common Stock	07/19/2010		A	30,000 (1)	\$ 0 186,954	D	
Common Stock					33,000	I (2)	McConnell Family Revocable Trust

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

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SEC 1474 (9-02)

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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. Nu Deriv Secur Bene Own Follo Repo Trans (Instr
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
McConnell Michael J 2031 TONDOLEA LANE LA CANADA, CA 91011	X		Chief Executive Officer	

Signatures

Christine
Kakour 07/20/2010

__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) Awarded under the 2006 Equity Incentive Plan (which is a Section 16b-3 plan). All of these shares are subject to forfeiture if there is a cessation of Reporting Person's service with the Issuer prior to June 30, 2011. If the Reporting Person continues to be employed, then 25% of the shares will cease to be subject to the risk of forfeiture ("vests") on June 30, 2011 and another 25% of the shares will vest on June 30, 2012. The remaining 50% of the shares will be forfeited, in their entirety, if the Company fails to achieve an operating income goal that has been established by the Compensation Committee for fiscal year 2011. If that goal is achieved and there is continued service at each vesting date, then (i) another 25% of the shares will vest on the date it is determined that such operating income goal was achieved, and (ii) the remaining 25% of the shares will vest in two equal annual installments on June 30, 2012 and 2013, respectively.
- (2) These 33,000 shares are owned by the McConnell Family Revocable Trust, of which the Reporting Person is a trustee and in which he has a pecuniary interest.

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.