

Destination Maternity Corp  
 Form 4  
 January 13, 2011

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

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 \*  
**GOLDBLUM JOSEPH**  
  
 (Last) (First) (Middle)  
**C/O DESTINATION MATERNITY CORPORATION, 456 NORTH FIFTH STREET**

2. Issuer Name and Ticker or Trading Symbol  
**Destination Maternity Corp [DEST]**

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)

**PHILADELPHIA, PA 19123**  
  
 (City) (State) (Zip)

3. Date of Earliest Transaction  
 (Month/Day/Year)  
**01/11/2011**

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

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. 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                    | 01/11/2011                           |  | S <sup>(1)</sup>   |   | 2,319   | D  | \$ 41 33,525                      | D <sup>(2)</sup>              |
| Common Stock                    | 01/11/2011                           |  | S <sup>(3)</sup>   |   | 2,414   | D  | \$ 41 38,705                      | I See Footnote <sup>(4)</sup> |
| Common Stock                    | 01/12/2011                           |  | S <sup>(1)</sup>   |   | 681   | D  | \$ 41 32,844                      | D <sup>(2)</sup>              |

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**

SEC 1474 (9-02)

required to respond unless the form displays a currently valid OMB control 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. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|
|  |  |                                      |  | 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 |
| GOLDBLUM JOSEPH<br>C/O DESTINATION MATERNITY CORPORATION<br>456 NORTH FIFTH STREET<br>PHILADELPHIA, PA 19123 | X             |           |         |       |

## Signatures

Joseph A. Goldblum 01/13/2011

\*\*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 10b5-1 prearranged trading plan adopted by the Reporting Person on May 18, 2010.  
On January 22, 2010, 2,000 shares of restricted stock were issued to the Reporting Person by the Issuer. These shares vest on the earlier of: (1) one year from the date of grant; or (2) one day before the Issuer's 2011 Annual Meeting of Stockholders. On January 23, 2009, 2,000 shares of restricted stock were issued to the Reporting Person by the Issuer. These shares vested on January 23, 2010. On January 22, 2008, 2,000 shares of restricted stock were issued to the Reporting Person by the Issuer. These shares vested on January 22, 2009. On January 20, 2007, 2,000 shares of restricted stock were issued to the Reporting Person by the Issuer. These shares vested on January 20, 2008.
  - (2)
  - (3) The shares were sold pursuant to a 10b5-1 prearranged trading plan adopted by a partnership of which the Reporting Person is general partner on May 19, 2010.

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- (4) After giving effect to this transaction, the Reporting Person may be deemed to indirectly own the following shares (i) 22,010 shares owned by G-II Family Partnership L.P. of which the Reporting Person is general partner, (ii) 16,200 shares held by the Reporting Person as custodian or in trust for members of the Reporting Person's family, and (iii) 495 shares held by the Reporting Person's wife. The Reporting Person disclaims beneficial ownership of any shares in which he does not have 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.