

Lynch Thomas Jerome  
 Form 4  
 October 08, 2009

**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 \*  
 Lynch Thomas Jerome

2. Issuer Name and Ticker or Trading Symbol

FREDERICK'S OF HOLLYWOOD GROUP INC /NY/ [FOH]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

(Last) (First) (Middle)

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

10/06/2009

C/O FREDERICK'S OF HOLLYWOOD GROUP INC., 1115 BROADWAY

(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

NEW YORK, NY US 10010

(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 Ownership (Instr. 4)
				(A) or (D)	Price		
				Code	V	Amount	
Common Stock	10/06/2009		P(1)	A	\$ 1,000	233,000	D
Common Stock	10/06/2009		P(1)	A	\$ 800	233,800	D
Common Stock	10/06/2009		P(1)	A	\$ 200	234,000	D
Common Stock	10/06/2009		P(1)	A	\$ 200	234,200	D
	10/07/2009		P(1)	A	1,600	235,800	D

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Common Stock						\$ 1.83		
Common Stock	10/07/2009	P <sup>(1)</sup>	200	A	\$ 1.82	236,000	D	
Common Stock	10/07/2009	P <sup>(1)</sup>	200	A	\$ 1.79	236,200	D	
Common Stock	10/07/2009	P <sup>(1)</sup>	200	A	\$ 1.76	236,400	D	
Common Stock	10/08/2009	P <sup>(1)</sup>	100	A	\$ 2	236,500	D	
Common Stock	10/08/2009	P <sup>(1)</sup>	400	A	\$ 1.99	236,900	D	
Common Stock	10/08/2009	P <sup>(1)</sup>	200	A	\$ 1.98	237,100	D	
Common Stock	10/08/2009	P <sup>(1)</sup>	1,500	A	\$ 1.95	238,600	D	

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

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SEC 1474  
(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 (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 Transaction (Instr. 6)
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Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
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## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Lynch Thomas Jerome  
C/O FREDERICK'S OF HOLLYWOOD GROUP INC.  
1115 BROADWAY  
NEW YORK, NY US 10010

X

Chairman and CEO

## Signatures

Thomas Jerome  
Lynch

10/08/2009

\_\_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) Open market purchase pursuant to a 10b5-1 trading plan adopted by the Reporting Person in accordance with Rule 10b5-1 of the Securities Exchange Act of 1934, as amended.

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.