

OMB APPROVAL	
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

1. Name and Address of Reporting Person* <u>John Sharon Price</u> (Last) (First) (Middle) <u>C/O BUILD-A-BEAR WORKSHOP, INC.</u> <u>415 SOUTH 18TH STREET</u> (Street) <u>ST. LOUIS MO 63103</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>BUILD-A-BEAR WORKSHOP INC [BBW]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <p style="text-align: center;">President and CEO</p>
	3. Date of Earliest Transaction (Month/Day/Year) <u>10/04/2021</u>	
		6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> 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	10/04/2021		M ⁽¹⁾		50,540	A	\$6.56	625,245	D	
Common Stock	10/04/2021		S ⁽¹⁾		19,970	D	\$16.87 ⁽²⁾	605,275	D	
Common Stock	10/04/2021		S ⁽¹⁾		20,540	D	\$16.97 ⁽³⁾	584,735	D	
Common Stock	10/05/2021		M ⁽¹⁾		34,822	A	\$6.56	619,557	D	
Common Stock	10/05/2021		S ⁽¹⁾		34,822	D	\$17.09 ⁽⁴⁾	584,735	D	
Common Stock	10/06/2021		M ⁽¹⁾		37,586	A	\$6.56	622,321	D	
Common Stock	10/06/2021		S ⁽¹⁾		37,586	D	\$16.58 ⁽⁵⁾	584,735 ⁽⁶⁾	D	

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					
Employee Stock Option (Right to Buy)	\$6.56	10/04/2021		M ⁽¹⁾			50,540	06/03/2013 ⁽⁷⁾	06/03/2023	Common Stock 50,540	\$0	371,415	D	
Employee Stock Option (Right to Buy)	\$6.56	10/05/2021		M ⁽¹⁾			34,822	06/03/2013 ⁽⁷⁾	06/03/2023	Common Stock 34,822	\$0	336,593	D	
Employee Stock Option (Right to Buy)	\$6.56	10/06/2021		M ⁽¹⁾			37,586	06/03/2013 ⁽⁷⁾	06/03/2023	Common Stock 37,586	\$0	299,007	D	

Explanation of Responses:

- The transaction was effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person.
- The reporting price is the weighted average sale price per share for 30 transactions in which the sale prices range from \$16.69 to \$17.23 per share. The Reporting Person undertakes to provide full information regarding the number of shares sold at each separate sale price upon request of the Securities and Exchange Commission staff, the issuer or any security holder of the issuer.
- The reporting price is the weighted average sale price per share for 35 transactions in which the sale prices range from \$16.80 to \$17.09 per share. The Reporting Person undertakes to provide full information regarding the number of shares sold at each separate sale price upon request of the Securities and Exchange Commission staff, the issuer or any security holder of the issuer.
- The reporting price is the weighted average sale price per share for 62 transactions in which the sale prices range from \$16.80 to \$17.45 per share. The Reporting Person undertakes to provide full information regarding the number of shares sold at each separate sale price upon request of the Securities and Exchange Commission staff, the issuer or any security holder of the issuer.
- The reporting price is the weighted average sale price per share for 65 transactions in which the sale prices range from \$16.25 to \$17.03 per share. The Reporting Person undertakes to provide full information regarding the number of shares sold at each separate sale price upon request of the Securities and Exchange Commission staff, the issuer or any security holder of the issuer.
- After giving effect to the transactions reported in this Form 4, Ms. John directly owns 372,396 shares of common stock and 212,339 of restricted stock of Build-A-Bear Workshop, Inc. In addition, Ms. John holds vested options to purchase 299,007 shares of Build-A-Bear Workshop, Inc.'s common stock.
- The options vested in equal annual installments over four years from the date of the grant.

Remarks:

/s/ Eric R. Fencl, attorney-in-fact for Sharon Price John

10/06/2021

** Signature of Reporting Person

Date

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.