

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person* <u>Clark Maxine</u>  (Last) (First) (Middle) <u>C/O BUILD-A-BEAR WORKSHOP, INC.</u> <u>1954 INNERBELT BUSINESS CENTER DRIVE</u>  (Street) <u>ST. LOUIS MO 63114</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 <input checked="" type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) <u>CEBear &amp; Chairman of the Board</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>10/02/2006</u>	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	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	10/02/2006		s <sup>(1)</sup>		59,815	D	\$21.9931 <sup>(2)(3)</sup>	191,445 <sup>(4)</sup>	D	
Common Stock								2,940,364	I	Smart Stuff, Inc.

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					

Explanation of Responses:

- This sale was effected pursuant to a pre-existing Rule 10b5-1 trading plan adopted by the reporting person.
- The sale was effected in multiple transactions, at varying prices, on October 2, 2006, as follows and as described in Footnote 3 below: 300 shares at \$22.75; 100 at \$22.668; 100 at \$22.658; 100 at \$22.65; 100 at \$22.568; 200 at \$22.54; 200 at \$22.503; 200 at \$22.46; 100 at \$22.438; 200 at \$22.41; 400 at \$22.4; 400 at \$22.38; 500 at \$22.37; 3,100 at \$22.25; 500 at \$22.213; 1,000 at \$22.208; 2,900 at \$22.205; 600 at \$22.20; 600 at \$22.195; 1,500 at \$22.19; 500 at \$22.183; 200 at \$22.18; 100 at \$22.178; 600 at \$22.17; 900 at \$22.168; 600 at \$22.16; 1,100 at \$22.15; 500 at \$22.148; 600 at \$22.145; 100 at \$22.143; 800 at \$22.14; and 1,115 at \$22.13.
- This footnote sets forth additional detail with respect to the transactions described in Footnote 2, as follows: 600 shares at \$22.12; 500 at \$22.115; 1,700 at \$22.10; 400 at \$22.098; 900 at \$22.09; 100 at \$22.085; 600 at \$22.07; 700 at \$22.05; 900 at \$22.038; 100 at \$22.03; 300 at \$22.023; 500 at \$22.02; 100 at \$22.018; 700 at \$22.01; 200 at \$22.00; 600 at \$21.93; 300 at \$21.87; 7,700 at \$21.86; 4,700 at \$21.85; 3,900 at \$21.84; 800 at \$21.83; 1,500 at \$21.82; 800 at \$21.81; 1,100 at \$21.79; 1,000 at \$21.78; 1,100 at \$21.77; 2,100 at \$21.76; 1,000 at \$21.75; 1,300 at \$21.74; 1,100 at \$21.73; 1,600 at \$21.72; and 700 at \$21.71. The weighted average sales price was \$21.9931 per share.
- After giving effect to the transactions reported in this Form 4, Ms. Clark directly beneficially owns 135,568 shares of common stock and 55,877 shares of restricted stock and 2,940,364 shares indirectly through Smart Stuff, Inc. of Build-A-Bear Workshop, Inc. In addition, Ms. Clark holds vested options to purchase 152,468 shares of Build-A-Bear Workshop, Inc.'s common stock.

/s/ Maxine Clark 10/04/2006  
 \*\* 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.