

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

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

1. Name and Address of Reporting Person* <u>John Sharon Price</u>			2. Issuer Name and Ticker or Trading Symbol <u>BUILD-A-BEAR WORKSHOP INC [BW]</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) President and CEO		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) <u>06/22/2023</u>			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person		
<u>C/O BUILD-A-BEAR WORKSHOP, INC.</u>			4. If Amendment, Date of Original Filed (Month/Day/Year)			Rule 10b5-1(c) Transaction Indication		
<u>415 SOUTH 18TH STREET</u>						<input checked="" type="checkbox"/> Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.		
(Street)								
<u>ST. LOUIS</u>	<u>MO</u>	<u>63103</u>						
(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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	06/22/2023		M		31,025	A	\$13.69	633,806	D	
Common Stock	06/22/2023		S ⁽¹⁾		31,025	D	\$20.2506 ⁽²⁾	602,781	D	
Common Stock	06/22/2023		M		29,673	A	\$8.85	632,454	D	
Common Stock	06/22/2023		S ⁽¹⁾		29,673	D	\$20	602,781	D	
Common Stock	06/23/2023		M		16,000	A	\$13.69	618,781	D	
Common Stock	06/23/2023		S ⁽¹⁾		16,000	D	\$20.2513 ⁽³⁾	602,781 ⁽⁴⁾	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						Title
Employee Stock Option (right to buy)	\$13.69	06/22/2023		M		31,025		03/07/2016 ⁽⁵⁾	03/07/2026	Common Stock	31,025	(6)	61,957	D	
Employee Stock Option (right to buy)	\$8.85	06/22/2023		M		29,673		03/14/2017 ⁽⁷⁾	03/14/2027	Common Stock	29,673	(6)	0	D	
Employee Stock Option (right to buy)	\$13.69	06/23/2023		M		16,000		03/07/2016 ⁽⁵⁾	03/07/2026	Common Stock	16,000	(6)	45,957	D	

Explanation of Responses:

- These shares were sold pursuant to a Rule 10b5-1 trading plan entered into by the Reporting Person on March 15, 2023.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$20.25 to \$20.27 per share. The Reporting Person undertakes to provide to Build-A-Bear Workshop, Inc., any security holder of Build-A-Bear Workshop, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$20.25 to \$20.29 per share. The Reporting Person undertakes to provide to Build-A-Bear Workshop, Inc., any security holder of Build-A-Bear Workshop, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range.
- After giving effect to the transactions reported in this Form 4, Ms. John directly owns 557,380 shares of common stock and 45,401 shares of restricted stock of Build-A-Bear Workshop, Inc. In addition, Ms. John holds vested options to purchase 67,986 shares of Build-A-Bear Workshop, Inc.'s common stock.
- The options vest in equal annual installments on March 15, 2017, March 15, 2018, and March 15, 2019.
- Price is not applicable to acquisitions resulting from grants of stock options.
- The options vest in equal annual installments on March 31, 2018, March 31, 2019 and March 31, 2020.

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

06/26/2023

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.