

NASON MARK A  
Form 4  
March 02, 2010

**FORM 4**

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

OMB APPROVAL

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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 \*  
NASON MARK A

2. Issuer Name and Ticker or Trading Symbol  
SKECHERS USA INC [SKX]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
228 MANHATTAN BEACH BLVD.  
  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/26/2010

\_\_\_\_ Director  
 Officer (give title below)  
\_\_\_\_ 10% Owner  
\_\_\_\_ Other (specify below)  
Executive Vice President

MANHATTAN BEACH, CA 90266  
  
(City) (State) (Zip)

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. 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	(D)	Price
Class A Common Stock					83,726.88 <sup>(1)</sup>	D	
Class A Common Stock	02/26/2010		M		2,097	A	\$ 13
Class A Common Stock	02/26/2010		S		2,097	D	\$ 30.8343
Class A Common Stock	02/26/2010		M		8,103	A	\$ 13

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Stock							
Class A Common Stock	02/26/2010	S	8,103	D	\$ 30.8343	83,726.88	D
Class A Common Stock	02/26/2010	M	1,000	A	\$ 15.5	84,726.88	D
Class A Common Stock	02/26/2010	S	1,000	D	\$ 30.8343	83,726.88	D
Class A Common Stock	02/26/2010	M	1,500	A	\$ 15.5	85,226.88	D
Class A Common Stock	02/26/2010	S	1,500	D	\$ 30.8343	83,726.88	D
Class A Common Stock	02/26/2010	M	7,500	A	\$ 6.95	91,226.88	D
Class A Common Stock	02/26/2010	S	7,500	D	\$ 30.8343	83,726.88	D
Class A Common Stock	02/26/2010	M	7,500	A	\$ 6.95	91,226.88	D
Class A Common Stock	02/26/2010	S	7,500	D	\$ 30.8343	83,726.88	D
Class A Common Stock	02/26/2010	M	23,952	A	\$ 8.35	107,678.88	D
Class A Common Stock	02/26/2010	S	23,952	D	\$ 30.8343	83,726.88	D
Class A Common Stock	02/26/2010	M	13,000	A	\$ 8.35	96,726.88	D
Class A Common Stock	02/26/2010	S	13,000	D	\$ 30.8343	83,726.88	D
Class A Common Stock	02/27/2010	S	1,266	D	\$ 31.7443	82,460.88	D

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

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(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 Security (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Incentive Stock Option	\$ 13	02/26/2010		M	2,097	(2) 07/06/2010	Class A Common Stock	2,097	
Non-Qualified Stock Option	\$ 13	02/26/2010		M	8,103	(2) 07/06/2010	Class A Common Stock	8,103	
Incentive Stock Option	\$ 15.5	02/26/2010		M	1,000	(2) 01/01/2011	Class A Common Stock	1,000	
Non-Qualified Stock Option	\$ 15.5	02/26/2010		M	1,500	(2) 01/01/2011	Class A Common Stock	1,500	
Incentive Stock Option	\$ 6.95	02/26/2010		M	7,500	(2) 10/09/2012	Class A Common Stock	7,500	
Non-Qualified Stock Option	\$ 6.95	02/26/2010		M	7,500	(2) 10/09/2012	Class A Common Stock	7,500	
Incentive Stock Option	\$ 8.35	02/26/2010		M	23,952	(2) 02/05/2014	Class A Common Stock	23,952	
Non-Qualified Stock Option	\$ 8.35	02/26/2010		M	13,000	(2) 02/05/2014	Class A Common Stock	13,000	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
NASON MARK A 228 MANHATTAN BEACH BLVD. MANHATTAN BEACH, CA 90266			Executive Vice President	

## Signatures

Mark Nason                      03/02/2010

\_\_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) Includes 634 shares acquired on December 31, 2009 under the Issuer's Employee Stock Purchase Plan.
- (2) Option vested and became exercisable at the rate of 25% on the grant date and 25% on each anniversary thereof.

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.