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SCHMERTZ ROBERT
Form 4
April 07, 2003

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
----- WASHINGTON, D.C. 20549

[] 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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) 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* 2. Issuer Name and Ticker or Trading Symbol 6. R
P
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Schmertz Robert Steven Madden, Ltd; SHOO

(Last) (First) (Middle) 3. IRS Identifi- 4. Statement for Month/Day/Year []
[X]
cation Number of Reporting Person, if an entity (voluntary) 03/06/2003 Pres
Whol

c/o Steven Madden, Ltd.
52-16 Barnett Avenue

(Street) 5. If Amendment, Date of Original (Month/Day/Year) 7. I
(c

Long Island City, NY 11104 [X]
[]
R

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of

1. Title of Security (Instr.3)	2. Trans- action Date (Month/Day/Year)	2A.Deemed Execution Date,if any (Month/Day/Year)	3.Trans- action Code (Instr.8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3,4 and 5)	5. Amount of Securities Beneficially Owned Followed Reported Transaction (Instr. 3 and 4)
				Code V Amount (A) or (D) Price	
Common Stock, par value \$0.0001 per share ("Common Stock")	03/06/03	03/06/03	P	5,800 (1) (A) \$10.00	100,000 (2)
Common Stock	03/06/03	03/06/03	P	2,000 (2) (A) \$10.00	100,000 (2)

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Common Stock	03/06/03	03/06/03	P	1,000	(3)	(A)	\$10.00	100,000	(2)
Common Stock	03/06/03	03/06/03	P	700	(4)	(A)	\$10.00	100,000	(2)
Common Stock	03/06/03	03/06/03	P	200	(5)	(A)	\$10.00	100,000	(2)
Common Stock	03/06/03	03/06/03	P	100	(6)	(A)	\$10.00	100,000	(2)
Common Stock	03/06/03	03/06/03	P	200	(7)	(A)	\$10.00	100,000	(2)
Common Stock	03/06/03	03/06/03	P	100	(8)	(A)	\$10.00	100,000	(2)
Common Stock	03/06/03	03/06/03	P	200	(9)	(A)	\$10.00	100,000	(2)
Common Stock	03/06/03	03/06/03	P	100	(10)	(A)	\$10.00	100,000	(2)
Common Stock	03/06/03	03/06/03	P	100	(11)	(A)	\$10.00	100,000	(2)
Common Stock	03/06/03	03/06/03	P	200	(12)	(A)	\$10.00	100,000	(2)
Common Stock	03/06/03	03/06/03	P	100	(13)	(A)	\$10.00	100,000	(2)
Common Stock	03/06/03	03/06/03	P	100	(14)	(A)	\$10.00	100,000	(2)

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 (Instr. 3 and 4)
			Code	V	Amount	(A) or (D) Price	
Common Stock	03/06/03	03/06/03	P		500 (15)	(A) \$10.00	100,000 (2)
Common Stock	03/06/03	03/06/03	P		50 (16)	(A) \$10.00	100,000 (2)
Common Stock	03/06/03	03/06/03	P		50 (17)	(A) \$10.00	100,000 (2)
Common Stock	03/06/03	03/06/03	P		200 (18)	(A) \$10.00	100,000 (2)
Common Stock	03/06/03	03/06/03	P		100 (19)	(A) \$10.00	100,000 (2)
Common Stock	03/06/03	03/06/03	P		100 (20)	(A) \$10.00	100,000 (2)
Common Stock	03/06/03	03/06/03	P		500 (21)	(A) \$10.00	100,000 (2)
Common Stock	03/06/03	03/06/03	P		100 (22)	(A) \$10.00	100,000 (2)
Common Stock	03/06/03	03/06/03	S		5,800	(D) \$16.96	100,000 (2)
Common Stock	03/06/03	03/06/03	S		2,000	(D) \$16.90	100,000 (2)
Common Stock	03/06/03	03/06/03	S		1,000	(D) \$16.89	100,000 (2)
Common Stock	03/06/03	03/06/03	S		700	(D) \$16.89	100,000 (2)

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Common Stock	03/06/03	03/06/03	S	200	(D)	\$16.88	100,000 (2)
Common Stock	03/06/03	03/06/03	S	100	(D)	\$16.83	100,000 (2)
Common Stock	03/06/03	03/06/03	S	200	(D)	\$16.82	100,000 (2)
Common Stock	03/06/03	03/06/03	S	100	(D)	\$16.80	100,000 (2)
Common Stock	03/06/03	03/06/03	S	200	(D)	\$16.73	100,000 (2)
Common Stock	03/06/03	03/06/03	S	100	(D)	\$16.75	100,000 (2)
Common Stock	03/06/03	03/06/03	S	100	(D)	\$16.70	100,000 (2)
Common Stock	03/06/03	03/06/03	S	200	(D)	\$16.76	100,000 (2)
Common Stock	03/06/03	03/06/03	S	100	(D)	\$16.68	100,000 (2)
Common Stock	03/06/03	03/06/03	S	100	(D)	\$16.65	100,000 (2)
Common Stock	03/06/03	03/06/03	S	500	(D)	\$16.63	100,000 (2)
Common Stock	03/06/03	03/06/03	S	50	(D)	\$16.62	100,000 (2)
Common Stock	03/06/03	03/06/03	S	50	(D)	\$16.62	100,000 (2)
Common Stock	03/06/03	03/06/03	S	200	(D)	\$16.61	100,000 (2)
Common Stock	03/06/03	03/06/03	S	100	(D)	\$16.60	100,000 (2)
Common Stock	03/06/03	03/06/03	S	100	(D)	\$16.58	100,000 (2)
Common Stock	03/06/03	03/06/03	S	500	(D)	\$16.55	100,000 (2)
Common Stock	03/06/03	03/06/03	S	100	(D)	\$16.54	100,000 (2)

FORM 4 (continued)

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 (Mo/Dy/Yr)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		
				Code	V	(A)	(D)

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FORM 4 (continued)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(E.G., puts, calls, warrants, options, convertible securities)

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 Reported Transactions(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Name of Reporting Person

Explanation of Responses:

(1) On March 6, 2003, the Reporting Person exercised options to purchase 5,800 shares of Common Stock at an exercise price of \$10.00 per share, which options had been previously granted to the Reporting Person.

(2) On March 6, 2003, the Reporting Person exercised options to purchase 2,000 shares of Common Stock at an exercise price of \$10.00 per share, which options had been previously granted to the Reporting Person.

(3) On March 6, 2003, the Reporting Person exercised options to purchase 1,000 shares of Common Stock at an exercise price of \$10.00 per share, which options had been previously granted to the Reporting Person.

(4) On March 6, 2003, the Reporting Person exercised options to purchase 700 shares of Common Stock at an exercise price of \$10.00 per share, which options had been previously granted to the Reporting Person.

(5) On March 6, 2003, the Reporting Person exercised options to purchase 200 shares of Common Stock at an exercise price of \$10.00 per share, which options had been previously granted to the Reporting Person.

(6) On March 6, 2003, the Reporting Person exercised options to purchase 100 shares of Common Stock at an exercise price of \$10.00 per share, which options had been previously granted to the Reporting Person.

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options had been previously granted to the Reporting Person.

(23) As of November 7, 2003 (after giving effect to the transactions reported on this Form 4), the Reporting Person held options to purchase 100,000 shares of Common Stock.

/s/ Robert Schmertz

March 6, 2003

**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.