

BUILD A BEAR WORKSHOP INC  
 Form 3  
 March 06, 2017

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *			2. Date of Event Requiring Statement		3. Issuer Name <b>and</b> Ticker or Trading Symbol	
72 Asset Management, L.P. (Last) (First) (Middle)			(Month/Day/Year) 02/24/2017		BUILD A BEAR WORKSHOP INC [BBW]	
72 CUMMINGS POINT ROAD			4. Relationship of Reporting Person(s) to Issuer		5. If Amendment, Date Original Filed(Month/Day/Year)	
(Street)			(Check all applicable)		6. Individual or Joint/Group Filing(Check Applicable Line)	
STAMFORD, CT 06902			<input type="checkbox"/> Director <input type="checkbox"/> Officer (give title below)		<input checked="" type="checkbox"/> 10% Owner <input type="checkbox"/> Other (specify below)	
(City) (State) (Zip)					<input type="checkbox"/> Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person	

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	1,585,127	I	See Footnotes (1) (2) (3)

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

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
		Title			

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	Date Exercisable	Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Equity Swap Agreement (Obligation to Buy)	Â (4)(5)	Â (4)(5)	Common Stock	4,700	\$ 11.924 (4) (5)	I	See Footnotes (1) (2) (3) (4) (5)
Equity Swap Agreement (Obligation to Buy)	Â (4)(5)	Â (4)(5)	Common Stock	2,471	\$ 11.4065 (4) (5)	I	See Footnotes (1) (2) (3) (4) (5)
Equity Swap Agreement (Obligation to Buy)	Â (4)(5)	Â (4)(5)	Common Stock	1,600	\$ 8.3 (4) (5)	I	See Footnotes (1) (2) (3) (4) (5)
Equity Swap Agreement (Obligation to Sell)	Â (6)(7)	Â (6)(7)	Common Stock	28	\$ 11.766 (6) (7)	I	See Footnotes (1) (2) (3) (6) (7)
Equity Swap Agreement (Obligation to Sell)	Â (6)(7)	Â (6)(7)	Common Stock	9,232	\$ 9.1161 (6) (7)	I	See Footnotes (1) (2) (3) (6) (7)

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Point72 Asset Management, L.P. 72 CUMMINGS POINT ROAD STAMFORD, CT 06902	Â	Â X	Â	Â
Point72 Capital Advisors, Inc. 72 CUMMINGS POINT ROAD STAMFORD, CT 06902	Â	Â X	Â	Â
COHEN STEVEN A/SAC CAPITAL MGMT LP 72 CUMMINGS POINT ROAD STAMFORD, CT 06902	Â	Â X	Â	Â

## Signatures

Point72 Asset Management, L.P. by Point72 Capital Advisors, Inc. by /s/ Kevin J. O'Connor, Authorized Officer	03/06/2017
**Signature of Reporting Person	Date
By Point72 Capital Advisors, Inc. by /s/ Kevin J. O'Connor, Authorized Officer	03/06/2017
**Signature of Reporting Person	Date
Steven A. Cohen by /s/ Kevin J. O'Connor, Authorized Signatory	03/06/2017
**Signature of Reporting Person	Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(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) Pursuant to certain investment management agreements, Point72 Asset Management L.P. ("Point72 Asset Management") has or shares a pecuniary interest in securities held by an investment fund (the "Fund") it manages that is sub-advised by Cubist Systematic Strategies, LLC ("Cubist"). Point72 Capital Advisors Inc. is the general partner of Point72 Asset Management. Mr. Cohen is the sole shareholder of Point72 Capital Advisors, Inc. and the owner, indirectly through certain holding companies wholly-owned by Mr. Cohen, of all of the limited partnership interests of Point72 Asset Management. Cubist is not a Reporting Person hereunder or otherwise, with respect to the

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Issuer, subject to Section 16 of the Securities Exchange Act of 1934, as amended (the "Exchange Act").

- (2) Each of the Reporting Persons disclaims beneficial ownership of the securities reported herein, except to the extent of such Reporting Person's pecuniary interest therein. This filing shall not be deemed an admission that the Reporting Persons are subject to Section 16 of the Exchange Act, and the inclusion of these securities in this report shall not be deemed an admission of beneficial ownership of any securities reported herein for purposes of Section 16 of the Exchange Act or otherwise. The swap agreements described herein do not provide the Reporting Persons with any voting or dispositive power over any shares held by the counterparty and do not require the counterparty thereto to acquire, hold, vote or dispose of any shares of the Issuer.

- (3) (Continued from Footnote 2) Accordingly, the Reporting Persons disclaim any beneficial ownership of any shares of common stock of the Issuer that may be referenced in such swap agreements or any other securities that may be held from time to time by the counterparty to such swap agreements.

- (4) As of February 24, 2017, Cubist, on behalf of the Fund, was party to multiple equity swap agreements under which: (i) the Fund will be obligated to pay the counterparty any negative price performance of the shares of common stock of the Issuer subject to such swap, and (ii) the counterparty will be obligated to pay the Fund any positive price performance of the shares of common stock of the Issuer subject to such swap. Table II sets forth the position of the Reporting Persons under each swap agreement, under which the Fund has entered into multiple individual swap transactions, including the aggregate economic exposure based on the number of underlying shares of the Issuer and the weighted average unit cost per underlying share.

- (5) (Continued from Footnote 4) The Reporting Persons undertake to provide to any security holder of the Issuer or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold and each separate price with respect to each individual swap transaction.

- (6) As of February 24, 2017, Cubist, on behalf of the Fund, was party to multiple equity swap agreements under which: (i) the Fund will be obligated to pay the counterparty any positive price performance of the shares of common stock of the Issuer subject to such swap, and (ii) the counterparty will be obligated to pay the Fund any negative price performance of the shares of common stock of the Issuer subject to such swap. Table II sets forth the position of the Reporting Persons under each swap agreement, under which the Fund has entered into multiple individual swap transactions, including the aggregate economic exposure based on the number of underlying shares of the Issuer and the weighted average unit cost per underlying share.

- (7) (Continued from Footnote 6) The Reporting Persons undertake to provide to any security holder of the Issuer or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares and each separate price with respect to each individual swap transaction.

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

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