Honeyman Michael Form 4 March 29, 2011

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB APPROVAL

Number: 3235-0287

Synings: January 31,

Expires:

Estimated average

burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or

Form 5 obligations may continue. See Instruction

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

1(b).

value \$.01 per share

(Print or Type Responses)

1. Name and A Honeyman M	ddress of Reporting F Michael	Symbol TRAN	S WORLD RTAINMENT CORP	Issuer	(Check all applicable)			
(Last) 38 CORPOR	(First) (M	,	of Earliest Transaction Day/Year) 2011	below)	X Officer (give title Other (specify below) COO and President			
	(Street)		nendment, Date Original onth/Day/Year)	Applicable Line)	Joint/Group Filing(Check y One Reporting Person			
ALBANY, 1	NY 12203			Form filed by Person	y More than One Reporting			
(City)	(State) ((Zip) Tal	ble I - Non-Derivative Securitie	es Acquired, Disposed	of, or Beneficially Owned			
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		f Transaction(A) or Disposed of Code (D) c) (Instr. 8) (Instr. 3, 4 and 5) (A) or	Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect Indirect Indirect Ownership (Instr. 4) Instr. 4)			
Common Stock par value \$.01 per share	03/28/2011		Ρ 300 Δ	A,255	I By Son			
Common stock par				20,000	D			

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

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SEC 1474 (9-02)

8. F Der Sec (Ins

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. Transactic Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	3	ate	7. Title and A Underlying S (Instr. 3 and	Securities	8 I S (
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Employee Stock Option (Right to Buy) (1)	\$ 2.11					(2)	05/06/2020	Common Stock, par value \$0.01 per share	700,000	

Reporting Owners

Reporting Owner Name / Address	Relationships

Director 10% Owner Officer Other

Honeyman Michael

38 CORPORATE CIRCLE COO and President

ALBANY, NY 12203

Signatures

/s/ Michael

Honeyman 03/29/2011

**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) All of the transaction listed above are pursuant to equity plans qualified under Rule 16b-3 and exempt from Section 16(b)of the Securities Exchange Act.
- (2) 300,000 of such options will vest ratably over four years, 200,000 of such options will cliff vest after three years of service and 200,000 of such options will cliff vest after four year of service.

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

Reporting Owners 2

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