

REISLER WILLIAM
Form 3
October 27, 2004

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 *

REISLER WILLIAM

(Last) (First) (Middle)

233 WEST 47TH STREET

(Street)

KANSAS CITY, MO 64112

(City) (State) (Zip)

2. Date of Event Requiring
Statement

(Month/Day/Year)

10/27/2004

3. Issuer Name and Ticker or Trading Symbol

BUILD A BEAR WORKSHOP INC [BBW]

4. Relationship of Reporting
Person(s) to Issuer

(Check all applicable)

☒ Director ☐ 10% Owner
☐ Officer ☐ Other
(give title below) (specify below)

5. 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 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

10,352

I

KCEP Ventures II, L.P. (1)

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

SEC 1473 (7-02)

**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 control number.**

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)
or Indirect

6. Nature of Indirect
Beneficial Ownership
(Instr. 5)

Date Exercisable Expiration Date Title Amount or
Number of

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			Shares		(I) (Instr. 5)	
Series A-4 Convertible Preferred Stock	Â (2)	Â (2)	Common Stock	268,257 \$ (3)	I	KCEP Ventures II, L.P. (1)
Series A-5 Convertible Preferred Stock	Â (2)	Â (2)	Common Stock	33,735 \$ (3)	I	KCEP Ventures II, L.P. (1)
Series B-3 Convertible Preferred Stock	Â (2)	Â (2)	Common Stock	311,003 \$ (4)	I	KCEP Ventures II, L.P. (1)
Series B-4 Convertible Preferred Stock	Â (2)	Â (2)	Common Stock	39,112 \$ (4)	I	KCEP Ventures II, L.P. (1)
Series D-1 Convertible Preferred Stock	Â (2)	Â (2)	Common Stock	511,512 \$ (5)	I	KCEP Ventures II, L.P. (1)

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
REISLER WILLIAM 233 WEST 47TH STREET KANSAS CITY, MO 64112	Â X	Â	Â	Â

Signatures

/s/ John Burtelow, Attorney-in-fact for William Reisler

10/27/2004

**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) William Reisler is the Managing Director of KCEP II, L.C. which is the general partner of KCEP Ventures II, L.P. Mr. Reisler disclaims beneficial ownership of the shares owned by KCEP Ventures, L.P. except to the extent of his pecuniary interest therein.
- (2) Convertible upon demand. All shares of preferred stock will convert automatically upon consummation of the Company's initial public offering.
- (3) 1.303334-to-1.
- (4) 1-to-1.
- (5) 1.200083-to-1.

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.