

PURE BIOSCIENCE  
Form 4  
July 09, 2010

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
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 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 \*  
SINGER DONNA

(Last) (First) (Middle)  
1725 GILLESPIE WAY  
(Street)

EL CAJON, CA 92020

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
PURE BIOSCIENCE [PURE]

3. Date of Earliest Transaction  
(Month/Day/Year)  
07/07/2010

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Vice President/Asst Secretary

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 Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock <sup>(1)</sup>	07/07/2010		M		21,108 A \$ 0.53	372,755 <sup>(2)</sup>	D
Common Stock <sup>(1)</sup>	07/07/2010		S		21,108 D \$ 2.0337	372,755 <sup>(2)</sup>	D
Common Stock <sup>(1)</sup>	07/08/2010		M		8,892 A \$ 0.53	372,755 <sup>(2)</sup>	D
Common Stock <sup>(1)</sup>	07/08/2010		S		8,892 D \$ 2.48	372,755 <sup>(2)</sup>	D

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

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.

SEC 1474  
(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 Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option <u>(3)</u>	\$ 0.53	07/07/2010		M <sup>(1)</sup>	21,108	01/08/2001	01/07/2011	Common Stock	21,108
Stock Option <u>(3)</u>	\$ 0.53	07/08/2010		M <sup>(1)</sup>	8,892	01/08/2001	01/07/2011	Common Stock	8,892

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SINGER DONNA 1725 GILLESPIE WAY EL CAJON, CA 92020	X		Vice President/Asst Secretary	

## Signatures

/s/ Dennis Brovarone Attorney-in-Fact for Donna Singer 07/09/2010

\_\_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) Transactions pursuant to Rule 10B5-1 Plan
- (2) Incorporates all transactions reported on this Form 4
- (3) Granted pursuant to 2001 Directors and Officers Stock Option Plan

### Remarks:

## Edgar Filing: PURE BIOSCIENCE - Form 4

There are no other changes to previously reported derivative securities

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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