

OMB APPROVAL	
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

1. Name and Address of Reporting Person* <u>Hayne Margaret</u> <hr/> (Last) (First) (Middle) <u>C/O 5000 SOUTH BROAD STREET</u> <hr/> (Street) <u>PHILADELPHIA PA 19112</u> <hr/> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>URBAN OUTFITTERS INC [URBN]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Co-President, CCO</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>03/10/2023</u>	
4. If Amendment, Date of Original Filed (Month/Day/Year)		
Rule 10b5-1(c) Transaction Indication <input type="checkbox"/> Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.		

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Shares	04/12/2023		M		8,333	A	(1)	1,108,981	D	
Common Shares	04/12/2023		F		2,577	D	\$26.26	1,106,404	D	
Common Shares	04/12/2023		M		8,333	A	(2)	1,114,737	D	
Common Shares	04/12/2023		F		2,577	D	\$26.26	1,112,160	D	
Common Shares								11,301	I	By Profit Sharing Fund (401(k) Plan)
Common Shares								5,046,656	I ⁽³⁾	by Trust
Common Shares								265,573	I	by Spouse as Trustee
Common Shares								35,140	I	by Hayne Foundation
Common Shares								23,483	I	by Spouse through Profit Sharing Fund (401(k) Plan)
Common Shares								18,382,606	I	by Spouse

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Performance Based Restricted Stock Unit	(1)	04/12/2023		M		8,333		(4)	(4)	Common Shares	8,333	\$0.00	16,667	D	
Restricted Stock Unit	(2)	04/12/2023		M		8,333		(5)	(5)	Common Shares	8,333	\$0.00	16,667	D	
Performance Based Restricted Stock Unit	(1)	03/10/2023		A		30,601		(6)	(6)	Common Shares	30,601	\$0.00	30,601	D	
Restricted Stock Unit	(2)	03/10/2023		A		30,601		(7)	(7)	Common Shares	30,601	\$0.00	30,601	D	

Explanation of Responses:

1. Each Performance Based Restricted Stock Unit ("PSU") represents a contingent right to receive one of the issuer's common shares.
2. Each Restricted Stock Unit ("RSU") represents a contingent right to receive one of the issuer's common shares.
3. These shares are owned by four trusts, of which members of Margaret Hayne's immediate family are among the beneficiaries.
4. One-third of the total number of PSUs are eligible to vest on each of April 12, 2023, 2024 and 2025, contingent on the continued employment of the reporting person through such date and the satisfaction of certain performance measures relating to the issuer's average operating profit margin for the fiscal years 2022, 2023, 2024, and 2025.
5. One-third of the total number of RSUs are eligible to vest on each of April 12, 2023, 2024 and 2025, contingent on the continued employment of the reporting person through such date.
6. One-third of the total number of PSUs are eligible to vest on March 6, 2025, March 5, 2026 and March 4, 2027, contingent on the continued employment of the reporting person through such date and the satisfaction of certain performance measures relating to the issuer's operating profit margin for the fiscal years 2025, 2026 and 2027.
7. One-third of the total number of RSUs are eligible to vest on March 6, 2025, March 5, 2026 and March 4, 2027, contingent on the continued employment of the reporting person through such date.

Remarks:

/s/ Margaret Hayne

04/14/2023

** 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.

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 Number.