FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

| wasiiiigton, | D.C. | 20549 |  |
|--------------|------|-------|--|
|              |      |       |  |

| STATEMENT | OF CHANGES | IN BENEFICIAL | OWNERSH |
|-----------|------------|---------------|---------|

| l | OMB APPROVAL             |           |  |  |  |  |  |  |  |  |  |
|---|--------------------------|-----------|--|--|--|--|--|--|--|--|--|
| l | OMB Number:              | 3235-0287 |  |  |  |  |  |  |  |  |  |
| l | Estimated average burden |           |  |  |  |  |  |  |  |  |  |
| l | 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).

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

| Name and Address of Reporting Person*     McCreight David W. |   |                       |   |                         | 2. Issuer Name and Ticker or Trading Symbol URBAN OUTFITTERS INC [ URBN ] |   |       |   |                                     |   |                       |  |                                      | (Check all ap  |   | ector  |                                 | 10% Ow   | ner  |
|--|---|-----------------------|---|-------------------------|---|---|-------|---|-------------------------------------|---|-----------------------|--|--------------------------------------|--|---|--|---------------------------------|--|--|
| (Last)<br>5000 SOU   | (Firs   | ost) (I<br>D STREET   | Middle)                                     |                         |   | ate of 03/20  |       | Earliest Transaction (Month/Day/Year)<br>14 |                                     |   |                       |  |                                      |  | Officer (give title below)  CEO, Anthropologie Grou |  |                                 |  | pecify   |
| (Street) PHILADELPHIA PA 19112                               |   |                       |   | 4. If                   | 4. If Amendment, Date of Original Filed (Month/Day/Year)                  |   |       |   |                                     |   |                       |  | e)<br><mark>X</mark> F<br>F          | Form filed by One Reporting Person Form filed by More than One Reporting |   |  |                                 |  |  |
| (City)   | (Sta  | -                     | Zip)  | n Doris                 | vative  | . 50  | ourit | ios Ao                                      | nuirod                              | Dic   | nosod of              | or Bor   | oficial                              |  | erson   |  |                                 |  |  |
| Date   |   |                       | 2. Trans                                    | nsaction<br>n/Day/Year) |   | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) |       | 3.<br>Transaction<br>Code (Instr.           |                                     | 4. Securities Acquired (A) of Disposed Of (D) (Instr. 3, 4) |                       | d (A) or   | or 5. An<br>Secu<br>Bene<br>Own      |  | mount of<br>urities<br>eficially<br>led Following   |  | : Direct<br>Indirect<br>str. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership                      |  |
|  |   |                       |   |                         |   |   |       |   | Code                                | v   | Amount                | (A) or<br>(D)  | Price                                | Tra  | ported<br>ansact<br>str. 3 a                        | ion(s)   |                                 |  | (Instr. 4)   |
| Common Shares  |   |                       | 10/03                                       | /03/2014                |   |   |       | М   |                                     | 50,000  | A                     | \$26.  | 35                                   | 50,000   |   | D  |                                 |  |  |
| Common Shares 10   |   |                       |   | 10/03                   | 3/2014  | /2014   |       |   | D                                   |   | 36,832                | 1) D   | \$36.                                | 45   | 13,168  |  |                                 | D  |  |
| Common S   | hares   |                       |   | 10/03                   | 3/2014  | 1   |       |   | F                                   |   | 6,398(2)              | ) D  | \$36.                                | .45 6,770 D  |   |  |                                 |  |  |
|  |   | 7                     | able II -                                   |                         |   |   |       |   |                                     |   | osed of,<br>convertib |  |                                      | Own  | ed  |  |                                 |  |  |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)          | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | cise (Month/Day/Year) | 3A. Deem<br>Execution<br>if any<br>(Month/D | n Date,                 | 4.<br>Transaction<br>Code (Instr.<br>8)                                   |   |       |   | 6. Date E<br>Expiration<br>(Month/E | on Dat  |                       | 7. Title and Amo<br>of Securities<br>Underlying<br>Derivative Secu<br>(Instr. 3 and 4) |                                      | Derivative<br>Security   |   | 9. Numbi<br>derivativ<br>Securitie<br>Beneficia<br>Owned<br>Followin<br>Reported<br>Transact<br>(Instr. 4) | e<br>s<br>ally<br>g             | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|  |   |                       |   | Co                      | Code  | v   | (A)   | (D)   | Date<br>Exercisa                    | able  | Expiration<br>Date    | Title  | Amoun<br>or<br>Numbe<br>of<br>Shares |  |   |  |                                 |  |  |
| Stock<br>Appreciation  | \$26.85   | 10/03/2014            |   |                         | M   |   |       | 50,000                                      | 11/15/20                            | 12 <sup>(3)</sup>   | 11/14/2019            | Common<br>Shares   | 50,00                                | ) :  | 60  | 100,00   | 00                              | D  |  |

## **Explanation of Responses:**

- 1. Reflects the number of common shares retained by the issuer in connection with the reporting person's exercise of a stock-settled stock appreciation right ("SAR").
- 2. Reflects the number of common shares retained by the issuer to satisfy tax withholding requirements in connection with the reporting person's exercise of a stock-settled SAR.
- 3. The SAR vests 25% on November 15, 2012, 25% on November 15, 2013, 25% on November 15, 2014 and the remaining 25% on November 15, 2015.

/s/ David W. McCreight 10/07/2014

\*\* Signature of Reporting Person

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.