

ROCKY MOUNTAIN CHOCOLATE FACTORY INC  
 Form 4  
 July 27, 2005

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
**JOBSON WILLIAM KEY**

2. Issuer Name and Ticker or Trading Symbol  
**ROCKY MOUNTAIN CHOCOLATE FACTORY INC [RMCF]**

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)  
 Director  10% Owner  
 Officer (give title below)  Other (specify below)  
 Chief Information Officer

(Last) (First) (Middle)  
 265 TURNER DRIVE  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 07/28/2005

DURANGO, CO 81303  
 (City) (State) (Zip)

4. 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 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)
				(A) or (D)	Amount or Price		
Common	07/28/2005	07/28/2005	A	V	4,640 \$ 1.6	D	
Common	07/28/2005	07/28/2005	A		8,316 \$ 3.94	D	
Common	07/28/2005	07/28/2005	A		6,930 \$ 3.46	D	
Common	07/28/2005	07/28/2005	A		4,200 \$ 7.78	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.

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**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)	8. Amount or Number of Shares
Options	\$ 1.6	07/28/2005	07/28/2005	M	4,640	03/01/2002 03/01/2011	Common	4,640
Options	\$ 3.94	07/28/2005	07/28/2005	M	8,316	03/01/2003 03/01/2012	Common	8,316
Options	\$ 3.46	07/28/2005	07/28/2005	M	6,930	05/23/2004 05/23/2013	Common	6,930
Options	\$ 7.78	07/28/2005	07/28/2005	M	4,200	06/18/2005 06/18/2014	Common	4,200

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
JOBSON WILLIAM KEY 265 TURNER DRIVE DURANGO, CO 81303			Chief Information Officer	

## Signatures

William Key  
Jobson 07/28/2005

\_\_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).

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.