

# FORM 4

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

OMB APPROVAL

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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 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person * CRAIL FRANKLIN E	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) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) President / Chairman BOD
(Last) (First) (Middle) 265 TURNER DRIVE	3. Date of Earliest Transaction (Month/Day/Year) 08/17/2016	
(Street) DURANGO, CO 81303	4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
(City) (State) (Zip)	<b>Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned</b>	

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	08/17/2016		S		200	D	\$ 10.38	464,103	D	
Common	08/17/2016		S		630	D	\$ 10.3	463,473	D	
Common	08/17/2016		S		100	D	\$ 10.39	463,373	D	
Common	08/17/2016		S		200	D	\$ 10.35	463,173	D	
Common	08/17/2016		S		500	D	\$ 10.34	462,673	D	
Common	08/17/2016		S		100	D	\$ 10.26	462,573	D	
Common	08/17/2016		S		100	D	\$ 10.265	462,473	D	
Common	08/17/2016		S		100	D	\$ 10.325	462,373	D	
Common	08/17/2016		S		170	D	\$ 10.304	462,203	D	
Common	08/17/2016		S		200	D	\$ 10.375	462,003	D	
Common	08/17/2016		S		200	D	\$ 10.4	461,803	D	
Common	08/17/2016		S		200	D	\$ 10.305	461,603	D	
Common	08/17/2016		S		200	D	\$ 10.31	461,403	D	
Common	08/17/2016		S		300	D	\$ 10.37	461,103	D	
Common	08/17/2016		S		300	D	\$ 10.405	460,803	D	
Common	08/17/2016		S		300	D	\$ 10.33	460,503	D	
Common	08/17/2016		S		400	D	\$ 10.395	460,103	D	
Common	08/17/2016		S		500	D	\$ 10.5	459,603	D	
Common	08/17/2016		S		500	D	\$ 10.45	459,103	D	
Common	08/17/2016		S		800	D	\$ 10.315	458,303	D	
Common								92,593	I	by 401k (plan)

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

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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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		(A)	(D)					

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CRAIL FRANKLIN E 265 TURNER DRIVE DURANGO, CO 81303	X		President / Chairman BOD	

## Signatures

/s/ Franklin E. Crail	08/18/2016
<small>**Signature of Reporting Person</small>	<small>Date</small>

## 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.

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