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

Derivative Conversion Security (Instr. 3) Date Execution Date, if Transaction Code (Instr. 3) Execution Date, if Transaction Number of (Month/Day/Year) Ownership of Indire (Month/Day/Year) Ownership Securities Security (Instr. 5) Derivative Ownership Securities Securities Beneficially Ownership Form of Derivative Ownership Securities Securities Derivative Ownership Securities Ownership Securities Securities Derivative Ownership Securities Securities Derivative Ownership Securities Securities Derivative Ownership Securities Ownership Securities Securities Ownership Securities Owner	(Print or Ty	pe Response	s)																	
2. Transaction Durk (Instr. 3) 3. Transaction Durk (Instr. 4) 4. If Amendment, Date Original Filed(Month/Day/Year) 5. Amount of Securities Acquired, Disposed of, or Beneficially Owner Form float by More than One Reporting Parson 7. Nature Ownership of Indirect Heavily One Report of Transaction (Instr. 3) 8. Transaction Date (Instr. 4) 9. Transaction Date (Instr. 4) 1. Title of 2. Date (Instr. 3) 1. Title of 2. Date (Month/Day/Year) 1. Title of 2. Date (Month/Day/Year) 1. Title of 2. Date Exercisable Date (Instr. 3) 1. Title of 2. Date Exercisable Date (Month/Day/Year) 1. Title of 2. Date Exercisable Date (Instr. 3) 1. Title of 2. Date Exercisable Date (Month/Day/Year) 1. Title of 2. Date Exercisable Date (Instr. 3) 1. Title of 2. Date Exercisable Date (Instr. 3) 1. Title of 2. Date Exercisable Date (Instr. 3) 1. Title of 2. Date Exercisable Date (Instr. 3) 3. Transaction Date (Instr. 4) 4. Instrument Date (Instr. 4) 4. Instrument Date (Instr. 4) 4. Instrument Date (Instr. 4) 5. Date Exercisable Date (Instr. 3) 8. Price of Derivative De	1 &				Rocky Mountain Chocolate Factory, Inc.							Direc	(Check all applicable) Director 10% Owner X Officer (give title below) Other (specify below)							
DURANGO, CO 81303 City Cip Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned Code V Amount (D) Price Person 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. Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned Following Reported Transaction(s) (Instr. 4) Common O7/17/2017 S 7 D S 11.33 51,556 D														VP	Sales & Mar	Keting	5			
Common 2A. Deemed Execution Date, if (Month/Day/Year) Code (Instr. 3) A. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) Beneficially Owned Following Reported Transaction(s) (Instr. 4) Ownership of Indirect (I) (Instr. 4) Ownership of Indirect (I) (Instr. 4)	DURAN	GO, CO 8	, ,			4. If	Amendmen	nt, D	ate Ori	igina	al Fi	led(Month	n/Day/Year)	·)	_X_ Form f	led by One Rep	orting Person		**	Line)
Common Date (Month/Day/Year) Execution Date, if Code (Instr. 8) Code (Instr. 8) (Instr. 3, 4 and 5) (Instr. 3 and 4) (Instr. 4)	(City)	(State)		(Zip)			Tab	le I - N	lon-	Der	ivative S	Securitie	es Ac	equired, Disp	osed of, or	Beneficially	Owne	ed	
Code V Amount (D) Price (Instr. 4)	(Instr. 3) Dat			Date		Execution Date, if Code (Instr. 8)			(A) or Disp (Instr. 3, 4 a		Disposed 5, 4 and 5 (A)	sposed of (D) 4 and 5)		Beneficially Owned Following Reported Transaction(s)		Ownership or Form: B Direct (D) or Indirect (I		f Indirect eneficial wnership		
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. Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) 1. Title of 2. Date Exercisable and Execution Date, in Code of Derivative Security Security Security Security Security Security Security Securities Acquired (A) or Disposed of (D) (Instr. 3) Price of Derivative Security Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) Date Exercisable Expiration Date Expiration Date in Title Date Expiration Date in Date Date Date Date Date Date Date Date									Code	:	V	Amount		Pri	ice				r. 4)	
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Exercisable Date of	Derivative Security	Conversion or Exercise Price of Derivative	Date	Year) E	3A. Deemed Execution Date any		4. Transaction Code		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3,		6. Da and I (Moi	ate Exercisable Expiration Date hth/Day/Year)		77 4 1 2 3 (4	7. Title and Amount of Underlying Securities Instr. 3 and 4) Amoun or	Derivative Security (Instr. 5)	Derivative Securities Beneficially Owned Following Reported Transaction(y D So D on (s) (I	Ownership form of Derivative ecurity: Direct (D) r Indirect	Beneficia Ownersh (Instr. 4)
							Code V	V (Α) (Ε		Exer				of					

Reporting Owners

P. (1. O. N. /	Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
DUDLEY EDWARD L 265 TURNER DRIVE DURANGO, CO 81303			VP Sales & Marketing					

Signatures

/s/ Edward L. Dudley	07/19/2017
**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.

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