

Crocs, Inc.  
Form 4  
October 17, 2007

**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, 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 \*  
SMACH THOMAS J

(Last) (First) (Middle)

C/O CROCS, INC., 6328  
MONARCH PARK PLACE

(Street)

NIWOT, CO 80503

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Crocs, Inc. [CROX]

3. Date of Earliest Transaction  
(Month/Day/Year)  
10/15/2007

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	10/15/2007		M	2 A \$ 1.69	2	D	
Common Stock	10/15/2007		M	4,602 A \$ 5.37	4,604	D	
Common Stock	10/15/2007		M	4,203 A \$ 14.47	8,807	D	
Common Stock	10/15/2007		S <sup>(1)</sup>	8,807 D \$ 69	0	D	
Common Stock					4,400	I	As UGMA Custodian for children

Common Stock	600	I	(2) As UGMA Custodian for nephew (2)
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**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 (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
Employee Stock Option (Right to Buy)	\$ 1.69 <sup>(3)</sup>	10/15/2007		M	2	<sup>(4)</sup> 04/27/2012	Common Stock	2
Employee Stock Option (Right to Buy)	\$ 5.37	10/15/2007		M	4,602	<sup>(5)</sup> 04/30/2012	Common Stock	4,602
Employee Stock Option (Right to Buy)	\$ 14.47 <sup>(6)</sup>	10/15/2007		M	4,203	<sup>(7)</sup> 05/12/2013	Common Stock	4,203

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

SMACH THOMAS J  
C/O CROCS, INC.  
6328 MONARCH PARK PLACE  
NIWOT, CO 80503

X

## Signatures

/s/ Erik Rebich, Attorney  
in Fact

10/17/2007

\_\_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).
- (1) The shares were sold pursuant to a sales plan adopted by the reporting person on August 22, 2007 and intended to comply with Rule 10b5-1 under the Securities Exchange Act of 1934.  
The reporting person disclaims beneficial ownership of these securities except to the extent the reporting person is deemed to have a pecuniary interest in the securities, and this report shall not be deemed an admission that the reporting person is the beneficial owner of such securities for purposes of Section 16 or for any other purpose.
- (2) This option was previously reported as covering 58,406 shares at an exercise price of \$3.38 per share, but was adjusted to reflect the 2-for-1 stock split that occurred on June 15, 2007.
- (3) Of the 116,810 options remaining, none are currently vested. The unvested options will vest in two equal installments on May 1, 2008 and May 1, 2009. The option is subject to early exercise.
- (4) Of the 29,204 options remaining, none are currently vested. The unvested options will vest in two equal installments on May 1, 2008 and May 1, 2009. The option is subject to early exercise.
- (5) This option was previously reported as covering 58,406 shares at an exercise price of \$28.94 per share, but was adjusted to reflect the 2-for-1 stock split that occurred on June 15, 2007.
- (6) Of the 112,609 options remaining, 25,000 are currently vested. The 87,609 unvested options will vest in three equal installments on May 12, 2008, May 12, 2009 and May 12, 2010. The option is subject to early exercise.

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.