FAIRFIELD BILL L

Form 4

March 19, 2010

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB

OMB APPROVAL

3235-0287 Number:

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January 31, 2005

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if no longer subject to Section 16. Form 4 or Form 5

Check this box

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations may continue.

Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

(City)

(State)

(Print or Type Responses)

1. Name and Address of Reporting Person * FAIRFIELD BILL L			2. Issuer Name and Ticker or Trading Symbol BUCKLE INC [BKE]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction	(Check all applicable)			
2407 W 24TH	H STREET		(Month/Day/Year) 03/18/2010	X Director 10% Owner Officer (give title below) Other (specify below)			
	(Street)		4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
KEARNEY, I	NE 68845		Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			

(City)	(State)	(Zip) Tab	le I - Non-	Derivativ	e Secu	rities Acqui	red, Disposed of,	or Beneficiall	y 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. Securi omr Dispo (Instr. 3,	sed of	` ′	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code V	Amount		Price	(Instr. 3 and 4)		
Common Stock	03/18/2010		M	3	A	\$ 7.4567	27,335.86	D	
Common Stock	03/18/2010		M	3	A	\$ 10.2078	27,338.86	D	
Common Stock	03/18/2010		M	256	A	\$ 18.7967	27,594.86	D	
Common Stock	03/18/2010		M	7	A	\$ 24.23	27,601.86	D	

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)

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8. P Der Sec (Ins

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. Transact Code (Instr. 8)	ion I S A (I			Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4,		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	7 ((A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		
Stock Option (Right to Purchase)	\$ 7.4567 (1)	03/18/2010		M			3 (2)	(3)	01/30/2015	Common Stock	3 (2)		
Stock Option (Right to Purchase)	\$ 10.2078 (4)	03/18/2010		M			3 (5)	<u>(6)</u>	01/29/2016	Common Stock	3 (5)		
Stock Option (Right to Purchase)	\$ 18.7967 (7)	03/18/2010		M			256 (8)	<u>(9)</u>	02/04/2017	Common Stock	256 (8)		
Stock Option (Right to Purchase)	\$ 24.23 (10)	03/18/2010		M			7 (11)	(12)	02/03/2018	Common Stock	7 (11)		

Reporting Owners

Reporting Owner Name / Address	Relationships							
1 8	Director	10% Owner	Officer Other					
FAIRFIELD BILL L 2407 W 24TH STREET KEARNEY, NE 68845	X							

Reporting Owners 2

Signatures

Karen B. Rhoads by Power of Attorney

03/19/2010

**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).
- Exercise price was originally reported as \$28.28. Exercise price has been adjusted in accordance with the terms of the stock option plan to reflect payment of special cash dividend on 1/2/2007, 3/2 stock split on 1/12/2007, payment of special cash dividend on 10/27/2008, 3/2 stock split on 10/30/2008, and payment of special cash dividend on 10/27/2009.
- Number of stock options granted was originally reported as 3,000. Number of stock options outstanding has been adjusted in accordance with the terms of the stock option plan to reflect payment of special cash dividend on 1/2/2007, 3/2 stock split on 1/12/2007, payment of special cash dividend on 10/27/2008, 3/2 stock split on 10/30/2008, and payment of special cash dividend on 10/27/09.
- (3) Exercisable in 25 percent increments on 1/30/2005, 1/30/2006, 1/30/2007, and 1/30/2008.
- Exercise price was originally reported as \$34.47. Exercise price has been adjusted in accordance with the terms of the stock option plan to reflect payment of special cash dividend on 1/2/2007, 3/2 stock split on 1/12/2007, payment of special cash dividend on 10/27/2008, 3/2 stock split on 10/30/2008, and payment of special cash dividend on 10/27/2009.
- Number of stock options granted was originally reported as 3,000. Number of stock options outstanding has been adjusted in accordance with the terms of the stock option plan to reflect payment of special cash dividend on 1/2/2007, 3/2 stock split on 1/12/2007, payment of special cash dividend on 10/27/2008, 3/2 stock split on 10/30/2008, and payment of special cash dividend on 10/27/09.
- (6) Exercisable in 25 percent increments on 1/29/2006, 1/29/2007, 1/29/2008, and 1/29/2009.
- Exercise price was originally reported as \$33.87. Exercise price has been adjusted in accordance with the terms of the stock option plan to reflect payment of special cash dividend on 10/27/2008, 3/2 stock split on 10/30/2008, and payment of special cash dividend on 10/27/2009.
- Number of stock options granted was originally reported as 4,500. Number of stock options outstanding has been adjusted in accordance with the terms of the stock option plan to reflect payment of special cash dividend on 10/27/2008, 3/2 stock split on 10/30/2008, and payment of special cash dividend on 10/27/09.
- (9) Exercisable in 25 percent increments on 2/4/2007, 2/4/2008, 2/4/2009, and 2/4/2010.
- Exercise price was originally reported as \$42.02. Exercise price has been adjusted in accordance with the terms of the stock option plan (10) to reflect payment of special cash dividend on 10/27/2008, 3/2 stock split on 10/30/2008, and payment of special cash dividend on 10/27/2009.
- Number of stock options granted was originally reported as 4,500. Number of stock options outstanding has been adjusted in accordance (11) with the terms of the stock option plan to reflect payment of special cash dividend on 10/27/2008, 3/2 stock split on 10/30/2008, and payment of special cash dividend on 10/27/09.
- (12) Exercisable in 25 percent increments on 2/3/2008, 2/3/2009, 2/3/2010, and 2/3/2011.

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.

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