

Great American Group, Inc.  
Form 8-K  
September 17, 2010

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

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): September 14, 2010

GREAT AMERICAN GROUP, INC.  
(Exact name of registrant as specified in its charter)

Delaware

000-54010

27-0223495

(State or other jurisdiction  
of incorporation)

(Commission File Number)

(IRS Employer Identification No.)

21860 Burbank Boulevard, Suite 300 South  
Woodland Hills, California

91367

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code: (818) 884-3737

(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

Effective September 14, 2010, Harvey M. Yellen was appointed by the board of directors of Great American Group, Inc. (the “Company”) as the Chief Operating Officer. Mr. Yellen has served as the Company’s Vice Chairman and President since July 2009. Prior to July 2009, Mr. Yellen was a co-founder of Great American Group, LLC (“GAG, LLC”), had served as GAG, LLC’s Chairman since June 2007 and previously served as GAG, LLC’s President from June 2006 to June 2007 and the President of The Pride Capital Group, LLC, predecessor in interest to GAG, LLC, from 2002 to May 2006. Mr. Yellen was also the Executive Vice President of Garcel, Inc. from 1994 to 2002. Prior to beginning his services at Garcel, Inc., Mr. Yellen held senior management positions at various retail companies, including: Allied Department Stores, Siefert/Spurgeons and Fashion Crossroads. Mr. Yellen received his Bachelor of Science in Business from Louisiana State University in 1968. With this appointment, Mr. Yellen will serve as the Vice-Chairman, President and Chief Operating Officer of the Company.

To the extent applicable, the information under “Certain Relationships and Related Party Transactions” and “Executive Compensation – Employment Agreements”, beginning on pages 9 and 20, respectively, of the Company’s Definitive Proxy Statement filed with the Securities and Exchange Commission on June 16, 2010, is incorporated herein by reference.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

September 17, 2010

GREAT AMERICAN GROUP, INC.

By: /s/ PAUL S. ERICKSON  
Name: Paul S. Erickson  
Title: Chief Financial Officer