

MORRA SWEENEY DINA MARIE  
 Form 3  
 June 25, 2010

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
MORRA SWEENEY DINA MARIE		(Month/Day/Year)	CHILDRENS PLACE RETAIL STORES INC [PLCE]	
(Last)	(First)	06/15/2010		
C/O THE CHILDREN'S PLACE RETAIL STORES, INC. 500 PLAZA DRIVE		4. Relationship of Reporting Person(s) to Issuer		5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
SECAUCUS, NJ 07094		<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below)    (specify below) Senior VP, Outlets		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)		

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, par value \$0.10 per share	5,485	D	À

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

SEC 1473 (7-02)

**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 Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security	4. Conversion or Exercise	5. Ownership Form of	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	(Instr. 4) Title	Amount or Number of Shares	Price of Derivative Security	Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	
Employee Stock Option (right to buy)	Â (1)	01/15/2012	Common Stock	400	\$ 27.25	D	Â
Employee Stock Option (right to buy)	Â (1)	01/15/2012	Common Stock	1,600	\$ 27.25	D	Â
Employee Stock Option (right to buy)	Â (1)	05/06/2011	Common Stock	240	\$ 31.18	D	Â
Employee Stock Option (right to buy)	Â (1)	05/06/2011	Common Stock	960	\$ 31.18	D	Â
Employee Stock Option (right to buy)	Â (1)	01/15/2012	Common Stock	600	\$ 31.89	D	Â
Employee Stock Option (right to buy)	Â (1)	01/15/2012	Common Stock	2,400	\$ 35.26	D	Â
Employee Stock Option (right to buy)	Â (1)	12/30/2014	Common Stock	500	\$ 37.48	D	Â
Employee Stock Option (right to buy)	Â (1)	04/28/2015	Common Stock	2,000	\$ 44.95	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MORRA SWEENEY DINA MARIE C/O THE CHILDREN'S PLACE RETAIL STORES, INC. 500 PLAZA DRIVE SECAUCUS, NJ 07094	Â	Â	Â Senior VP, Outlets	Â

## Signatures

/s/ James E. Myers, as Attorney-In-Fact for Dina Morra-Sweeney

06/25/2010

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 5(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 holder of the option may exercise it at any time.

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### Remarks:

Exhibit List

Exhibit 24.1 - Power of Attorney

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.