FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT	OF CHANGES	IN BENEFICIAL	OWNERSHIP

OMB APPROVAL

OMB Number: 3235-0287

Estimated average burden hours per response: 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

	nd Address o	f Reporting Person *						e and Tic				ymbol	[]			ck all applic Directo	able) r	g Pers	son(s) to Issi	ner
	(First) (Middle) IE BRANDS INC. EWART AVENUE					3. Date of Earliest Transaction (Month/Day/Year) 08/28/2018										X Officer (give title below) Other (specify below) Executive Chairman				
(Street) GARDE	N CITY N		11530 (Zip)		_ 4. I	If Ame	endme	nt, Date	of Or	riginal F	iled	(Month/Da	uy/Year)		6. Inc Line)	Form fi	led by One	Repo	(Check Apporting Person	1
		Tak	ole I - Noi	n-Deri	vativ	e Se	curit	ties Ac	aui	ired. [Disi	osed o	f. or Be	enefic	ially	Owned				
1. Title of Security (Instr. 3)			2. Transaction Date (Month/Day/Year)		2A. Deemed Execution Date, if any (Month/Day/Year)		, 3 T	3. Transaction Code (Instr.		4. Securities Acquired (A) Disposed Of (D) (Instr. 3, 4 5)			5. Amount of Securities Beneficially Owned Followin		nt of es ally following	6. Ownershi Form: Direct (D) or Indirect (I) (Instr. 4)		Ownership		
								6	Code	v	Amount	(A) (D)	r Pri	ce	Reported Transact (Instr. 3 a	ion(s)			(Instr. 4)	
Common Stock 0			08/2	8/201	/2018				M		15,000) A	4	64.6	1,025,071			D		
Common Stock			08/2	8/201	3/2018				F		3,101	D	\$1	11.75	5 1,021,970			D		
Common Stock														1,0	010		I :	Spouse		
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 Da if any (Month/Day/Y	Date,	Code (Insti				6. Date Exercisa Expiration Date (Month/Day/Yea				7. Title and Amou of Securities Underlying Derivative Securi (Instr. 3 and 4)			8. Price of Derivative Security (Instr. 5)	9. Number derivative Securities Beneficial Owned Following Reported Transactio (Instr. 4)	re es ally g d	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
					Code	v	(A)	(D)	Date Exe	e ercisable		expiration vate	Title	Amo or Num of Share	mber					
Employee Stock Option (Right to	\$4.6	08/28/2018			M			15,000		(1)	1	1/10/2018	Common Stock	15,0	000	\$0	0		D	

Explanation of Responses:

 $1. \ The \ options \ vested \ quarterly \ through \ December \ 31, \ 2010.$

/s/ Jeffrey Siegel

08/30/2018

** Signature of Reporting Person

Date

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

- * 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.

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 Number.