

BARNES & NOBLE INC  
Form SC 13D/A  
January 28, 2010

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

SCHEDULE 13D  
Under the Securities Exchange Act of 1934  
(Amendment No. 2)

BARNES & NOBLE, INC.  
(Name of Issuer)

Common Stock, \$.001 par value  
(Title of Class of Securities)

067774109  
(CUSIP Number)

(Name, Address and Telephone Number of Person  
Authorized to Receive Notices and Communications)

Mr. Roger B. Peikin  
Aletheia Research & Management, Inc.  
100 Wilshire Boulevard, Suite 1960  
Santa Monica, CA 90401  
(310)-899-0800

January 25, 2010  
(Date of event which requires filing of this statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition which is the subject of this Schedule 13D, and is filing this schedule because of Rule 13d-1(b)(3) or (4) check the following box " .

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934, as amended (the "Act"), or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act.

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SCHEDULE 13D

CUSIP No. 067774109

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1 NAME OF REPORTING PERSON  
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Aletheia Research & Management, Inc., IRS No.- 95-4647814

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a) "

(b) "

3 SEC USE ONLY

4 SOURCE OF FUNDS\*

WC, OO

5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO  
ITEMS 2(d) or 2(e) "

6 CITIZENSHIP OR PLACE OF ORGANIZATION

United States

NUMBER OF 7 SOLE VOTING POWER  
SHARES

BENEFICIALLY 9,016,891 shares of Common Stock.

OWNED BY 8 SHARED VOTING POWER  
EACH

0

REPORTING 9 SOLE DISPOSITIVE POWER

9,016,891 shares of Common Stock.

PERSON WITH 10 SHARED DISPOSITIVE POWER

0

11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

9,016,891 shares of Common Stock.

12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES\* o

13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

15.71%

14 TYPE OF REPORTING PERSON\*

IA

Item 1. Security and Issuer.

This statement relates to the Common Stock, \$.001 par value per share (the “Common Stock”), of Barnes & Noble, Inc., a Delaware corporation (the “Issuer”). The Issuer maintains its principal executive office at 122 Fifth Avenue, New York, New York 10011.

Item 2. Identity and Background.

(a) This statement is filed by Aletheia Research & Management, Inc., a California corporation (“Aletheia”), with respect to shares of the Issuer’s Common Stock held by managed accounts over which Aletheia has discretionary authority and through partnerships with respect to which Aletheia serves as general partner. Roger Peikin is the Executive Vice President of Aletheia.

(b)-(f) Aletheia filed an initial Schedule 13D for an event of November 30, 2009 (the “Initial Schedule”) and an Amendment No. 1 for an event of January 8, 2010 (“Amendment No. 1”). Except to the extent set forth in this Amendment, the information in the Initial Schedule and Amendment No. 1 remains unchanged.

Item 3. Source and Amount of Funds or Other Consideration.

Aletheia owns 9,016,891 shares of the Issuer’s Common Stock on behalf of managed accounts and partnerships with respect to which Aletheia serves as general partner. Such managed accounts and partnerships have collectively paid \$188,344,332 from their working capital for such shares.

Item 5. Interest in Securities of the Issuer.

(a) The number of shares of the Issuer’s Common Stock and the percentage of the outstanding shares (based upon 57,410,967 shares of Common Stock outstanding as reported in the Issuer’s Quarterly Report on Form 10-Q for the quarterly period ended October 31, 2009) directly or indirectly beneficially owned by the Reporting Person is as follows:

Name	Number of Shares	Percentage of Outstanding Shares
Aletheia	9,016,891	15.71%

(b) Aletheia has sole power to vote and sole power to dispose or to direct the disposition of 9,016,891 shares of the Issuer’s Common Stock.

(c) See Appendix 1 annexed hereto.

(d) Certain persons have the right to receive dividends from or the proceeds of sale of certain of the shares of the Issuer’s Common Stock included in this statement. No such person individually has the right to receive dividends or proceeds relating to shares of the Issuer’s Common Stock constituting more than 5% of the class of the Issuer’s Common Stock.

(e) Not applicable.



Signatures

After reasonable inquiry and to the best of our knowledge and belief, the undersigned certifies that the information set forth in this statement is true, complete and correct.

Dated: January 27, 2010

ALETHEIA RESEARCH & MANAGEMENT, INC.

By: /s/ Roger B. Peikin  
Roger B. Peikin,  
Executive Vice President

APPENDIX I  
TRANSACTIONS IN BARNES & NOBLE, INC.  
COMMON STOCK - SINCE LAST FILING

Trade Date	Number of Shares Purchased or Sold	Purchase Price \$USD	Share Price
1/4/2010	10,030	192,710	19.2134
1/5/2010	2,015	39,144	19.4264
1/6/2010	340	6,492	19.0937
1/7/2010	8,176	154,925	18.9488
1/8/2010	7,288	133,849	18.3657
1/11/2010	(800)	(14,367)	17.9583
1/12/2010	3,716	66,560	17.9116
1/13/2010	119,215	2,194,433	18.4074
1/15/2010	1,092	19,875	18.2010
1/19/2010	5,978	109,932	18.3894
1/20/2010	218,060	4,010,282	18.3907