

FORM 4

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

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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

(Print or Type Responses)

1. Name and Address of Reporting Person * NASON MARK A			2. Issuer Name and Ticker or Trading Symbol SKECHERS USA INC [SKX]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director _____ 10% Owner _____ <input checked="" type="checkbox"/> Officer (give title below) _____ Other (specify below) _____ Executive VP				
(Last) 228	(First) MANHATTAN	(Middle) BEACH	3. Date of Earliest Transaction (Month/Day/Year) 02/05/2004			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				
(Street) MANHATTAN BEACH, CA 90266			4. If Amendment, Date Original Filed (Month/Day/Year)							
(City) (State) (Zip)			Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially 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. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			

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

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. SEC 1474 (9-02)

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. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					
Incentive Stock Option	\$ 8.35	02/05/2004(1)	02/05/2004	A		25,523		02/05/2004	02/05/2004	Class A Common Stock	\$ 0	25,523	D	
Non-Qual Stock Option	\$ 8.35	02/05/2004(2)	02/05/2004	A		74,477		02/05/2004	02/05/2014	Class A Common Stock	\$ 0	74,477	D	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
NASON MARK A 228 MANHATTAN BEACH BLVD MANHATTAN BEACH, CA 90266			Executive VP	

Signatures

/s/ Nason, Mark A	02/09/2004
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).

Grant to reporting person of Incentive Stock Option to purchase shares of Class A Common Stock under provisions of the Skechers USA Inc. Amended and Restated 1998 Stock (1) Option, Deferred Stock and Restricted Stock Plan. The Option becomes exercisable in 25% increments starting on 2/05/2004, an additional 25% on 2/05/2005, an additional 25% on 2/05/2006, and the final 25% vests on 2/05/2007.

Grant to reporting person of Non-Qualified Stock Option to purchase shares of Class A Common Stock under provisions of the Skechers USA Inc. Amended and Restated 1998 Stock (2) Option, Deferred Stock and Restricted Stock Plan. The Option becomes exercisable in 25% increments starting on 2/05/2004, an additional 25% on 2/05/2005, an additional 25% on 2/05/2006, and the final 25% vests on 2/05/2007.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

