

SECURITIES AND EXCHANGE COMMISSION

FORM 4

Statement of changes in beneficial ownership of securities

Filing Date: **2011-11-07** | Period of Report: **2011-11-03**

SEC Accession No. **0001225208-11-024467**

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REPORTING OWNER

MURPHY MICHAEL E

CIK: **1044268**

Type: **4** | Act: **34** | File No.: **001-16153** | Film No.: **111185842**

Mailing Address

*20 SOUTH CLARK ST
CHICAGO IL 60603*

ISSUER

COACH INC

CIK: **1116132** | IRS No.: **522242751** | State of Incorporation: **MD** | Fiscal Year End: **0630**
SIC: **3100** Leather & leather products

Mailing Address

*516 WEST 34TH ST
NEW YORK NY 10001*

Business Address

*516 WEST 34TH ST
NEW YORK NY 10001
2125941850*

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
Expires: 02/28/2011
Estimated average burden hours per response 0.5

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

1. Name and Address of Reporting Person MURPHY MICHAEL E			2. Issuer Name and Ticker or Trading Symbol COACH INC [COH]		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)	
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 11/03/2011			
516 WEST 34TH STREET			4. If Amendment, Date Original Filed(Month/Day/Year)		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)						
NEW YORK, NY 10001						
(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			
Common Stock	11/03/2011		M		1,504	A	\$ 0 ⁽¹⁾	78,774	D	

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 Securities Underlying Derivative Security (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						Title
Restricted Stock Unit ⁽²⁾	⁽³⁾	11/03/2011		A		1,143		⁽⁴⁾	⁽⁵⁾	Common Stock	1,143	\$ 0	2,647	D	
Restricted Stock Unit	⁽³⁾	11/03/2011		M		1,504		⁽⁶⁾	⁽⁵⁾	Common Stock	1,504	\$ 0	1,143	D	
Stock Option ⁽²⁾	\$65.64	11/03/2011		A		3,255		11/03/2012	11/03/2021	Common Stock	3,255	\$ 0	3,255	D	

Explanation of Responses:

1. Vesting of Restricted Stock Units

2. These securities were issued under the 2010 Stock Incentive Plan of the Issuer.
3. This security will convert on a 1-for-1 basis into shares of the issuer's common stock.
4. These securities will vest on November 3, 2012.
5. These securities do not expire.
6. Date exercisable November 3, 2011

Signatures

[Daniel J. Ross, Assistant Secretary, pursuant to a power of attorney filed with the Commission](#)

[11/07/2011](#)

** Signature of Reporting Person

Date

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

* 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.