

FOSSIL INC
Form 4
February 25, 2010

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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STATEMENT OF CHANGES IN 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 *
KOVAR MIKE

(Last) (First) (Middle)
2280 N. GREENVILLE AVE.
(Street)

RICHARDSON, TX 75082

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
FOSSIL INC [FOSL]

3. Date of Earliest Transaction (Month/Day/Year)
02/23/2010

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
Executive V.P. and CFO

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
____ Form filed by More than One Reporting Person

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 | 02/23/2010 | | M | | 2,398 | A | \$ 11.6667 |
| Common Stock | 02/23/2010 | | M | | 9,601 | A | \$ 11.7133 |
| Common Stock | 02/23/2010 | | S | | 17,288 | D | \$ 36.2115 |
| Common Stock | 02/24/2010 | | M | | 1 | A | \$ 11.6667 |
| | | | | | | | 15,040 ⁽¹⁾ |

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

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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) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| | | | | Code | V (A) (D) | Date Exercisable Expiration Date | Title Amount or Number of Shares |
| Stock Options (Right to Buy) | \$ 11.6667 | 02/23/2010 | | M | 2,398 | 02/24/2004 02/24/2013 | Common Stock 2,398 |
| Stock Options (Right to Buy) | \$ 11.7133 | 02/23/2010 | | M | 9,601 | 09/11/2007 02/24/2013 | Common Stock 9,601 |
| Stock Options (Right to Buy) | \$ 11.6667 | 02/24/2010 | | M | 1 | 02/24/2004 02/24/2013 | Common Stock 1 |
| Stock Appreciation Right | \$ 18.41 | | | | | 02/19/2007 02/19/2014 | Common Stock 4,000 |
| Stock Appreciation Right | \$ 31.24 | | | | | 06/01/2008 06/01/2015 | Common Stock 8,000 |
| Stock Appreciation Right | \$ 30.71 | | | | | 03/15/2009 03/15/2016 | Common Stock 18,000 |
| Stock Appreciation Right | \$ 13.65 | | | | | 03/15/2010 03/15/2017 | Common Stock 6,000 |
| Stock Options (Right to Buy) | \$ 25.77 | | | | | 03/08/2006 03/08/2015 | Common Stock 10,000 |

Buy)

Stock

Options \$ 22.1733

(Right to Buy)

09/11/2007 02/23/2014

Common Stock 14,99

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| KOVAR MIKE 2280 N. GREENVILLE AVE. RICHARDSON, TX 75082 | | | Executive V.P. and CFO | |

Signatures

/s/ Mike L. 02/25/2010
Kovar

**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).
- (1) Includes 761 shares of restricted stock, 11,400 restricted stock units, 762 shares held in a personal IRA account and 1,179 shares held through a 401(k) plan account as of December 31, 2009.
- (2) Not applicable.

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