

OMB APPROVAL	
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

1. Name and Address of Reporting Person* <u>KRAKOFF REED</u> (Last) (First) (Middle) 516 WEST 34TH STREET (Street) NEW YORK NY 10001 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>COACH INC [COH]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner X Officer (give title below) Other (specify below) <u>Pres, Exec Creative Director</u>
	3. Date of Earliest Transaction (Month/Day/Year) 08/24/2011	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) X 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	08/24/2011		M		146,000	A	\$32.37	260,534.32	D	
Common Stock	08/24/2011		M		95,251	A	\$29.37	355,785.32	D	
Common Stock	08/24/2011		S		47,179	D	\$51.62	308,606.32	D	
Common Stock ⁽¹⁾	08/24/2011		F		194,072	D	\$51.62	114,534.32	D	
Common Stock	08/25/2011		M		106,000	A	\$32.37	220,534.32	D	
Common Stock	08/25/2011		S		20,290	D	\$52.84	200,244.32	D	
Common Stock ⁽¹⁾	08/25/2011		F		85,710	D	\$52.84	114,534.32	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: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option	\$29.37	08/24/2011		M		95,251		(2)	08/05/2019	Common Stock	95,251	\$0.0000	218,251	D	
Stock Option	\$32.37	08/24/2011		M		146,000		(3)	08/22/2015	Common Stock	146,000	\$0.0000	697,289	D	
Stock Option	\$32.37	08/25/2011		M		106,000		(3)	08/22/2015	Common Stock	106,000	\$0.0000	591,289	D	

Explanation of Responses:

- These shares were sold to pay for the cost of, and the taxes and fees associated with, the exercise of the derivative securities described above.
- Date exercisable August 5, 2011.
- Date exercisable August 22, 2011.

Daniel J. Ross, Assistant Secretary, pursuant to a power of attorney filed with the Commission 08/26/2011

** 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.

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