

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL	
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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* FRANKFORT LEW			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 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Chairman and CEO		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 11/16/2009			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		
516 WEST 34TH STREET			4. If Amendment, Date of Original Filed (Month/Day/Year)					
(Street)	NEW YORK	NY	10001	(City)	(State)			

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 ⁽¹⁾	09/28/2009		J	V	226	A	\$32.26	3,218,593	D	
Common Stock ⁽²⁾	10/15/2009		J	V	593	A	\$34.89	3,219,186	D	
Common Stock	11/16/2009		M		622,224	A	\$12.49	3,841,410	D	
Common Stock	11/16/2009		M		104,776	A	\$12.49	3,946,186	D	
Common Stock ⁽³⁾	11/16/2009		S		229,846	D	\$35.93	3,716,340	D	
Common Stock ⁽⁴⁾	11/16/2009		F		497,154	D	\$35.93	3,219,186	D	
Common Stock	11/17/2009		M		840,000	A	\$18.85	4,059,186	D	
Common Stock	11/17/2009		M		373,334	A	\$12.88	4,432,520	D	
Common Stock	11/17/2009		M		161,888	A	\$12.49	4,594,408	D	
Common Stock ⁽³⁾	11/17/2009		S		49,852	D	\$34.39	4,544,556	D	
Common Stock ⁽⁴⁾	11/17/2009		F		112,036	D	\$34.39	4,432,520	D	
Common Stock ⁽³⁾	11/17/2009		S		112,871	D	\$34.36	4,319,649	D	
Common Stock ⁽³⁾	11/17/2009		S		182,270	D	\$34.23	4,137,379	D	
Common Stock ⁽⁴⁾	11/17/2009		F		260,463	D	\$34.36	3,876,916	D	
Common Stock ⁽⁴⁾	11/17/2009		F		657,730	D	\$34.23	3,219,186	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				
Restricted Stock Unit ⁽¹⁾	\$0 ⁽⁵⁾	06/29/2009		J	V	136		(6)	(7)	Common Stock	136	\$26.79	75,136	D	
Restricted Stock Unit ⁽¹⁾	\$0 ⁽⁵⁾	09/28/2009		J	V	552		(6)	(7)	Common Stock	552	\$32.26	238,222	D	
Stock Option	\$12.49	11/16/2009		M		104,776		07/01/2007	07/06/2013	Common Stock	104,776	\$0	161,888	D	
Stock Option	\$12.49	11/16/2009		M		622,224		07/01/2008	07/01/2013	Common Stock	622,224	\$0	0	D	
Stock Option	\$18.85	11/17/2009		M		840,000		08/05/2005	08/11/2014	Common Stock	840,000	\$0	0	D	
Stock Option	\$12.88	11/17/2009		M		373,334		08/06/2006	08/06/2013	Common Stock	373,334	\$0	0	D	
Stock Option	\$12.49	11/17/2009		M		161,888		07/01/2007	07/06/2013	Common Stock	161,888	\$0	0	D	

Explanation of Responses:

1. These securities were received through a dividend paid on the transaction date.
2. These shares were acquired through the Coach, Inc. Savings and Profit Sharing Plan (401(k) Plan).
3. This sale of stock is for diversification purposes only. Following the sale, the significant majority of Mr. Frankfort's holdings will continue to be invested in Coach, as he will continue to own approximately 3.2 million shares of stock outright, 5.1 million stock options and 238,000 restricted stock units.
4. 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.
5. This security will convert on a 1-for-1 basis into shares of the issuer's common stock.
6. These securities vest in part on each of the vesting dates of the original RSU grants.
7. These securities do not expire.

Remarks:

Daniel J. Ross, Assistant
Secretary, pursuant to a power
of attorney filed with the
Commission 11/18/2009

** 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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