

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

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person* STRITZKE JERRY D			2. Issuer Name and Ticker or Trading Symbol COACH INC [COH]			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 Officer		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 08/04/2010			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person 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) (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			

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⁾	(2)	08/04/2010		A		15,621		(3)	(4)	Common Stock	15,621	\$0	130,564	D	
Stock Option ⁽¹⁾	\$38.41	08/04/2010		A		119,886		(5)	08/04/2020	Common Stock	119,886	\$0	119,886	D	
Restricted Stock Unit ⁽¹⁾	(2)	08/05/2010		A		54,193		(6)	(4)	Common Stock	54,193	\$0	184,757	D	
Restricted Stock Unit ⁽⁷⁾	(2)	08/05/2010		A		48,172		(8)	(4)	Common Stock	48,172	\$0	232,929	D	
Stock Option ⁽¹⁾	\$38.75	08/05/2010		A		167,006		(9)	08/05/2020	Common Stock	167,006	\$0	167,006	D	

Explanation of Responses:

- These securities were issued under the 2004 Stock Incentive Plan of the Issuer.
- This security will convert on a 1-for-1 basis into shares of the issuer's common stock.
- These service-based securities will vest on the third anniversary of the date of grant, based solely on the reporting person's continued employment with the issuer. Unvested units are cancelled upon termination of the reporting person's employment.
- These securities do not expire.
- These options vest in three equal installments on the first, second and third anniversaries of the date of grant.
- These securities will vest on June 29, 2013 (50%) and June 28, 2014 (50%).
- These securities were issued under the 2004 Stock Incentive Plan of the Issuer. These securities represent approximately 67% of a total grant expected fair market value of \$2.8 million, assuming performance of the Company against specified performance goals (determined by the Human Resources Committee of Coach's Board of Directors) at Target levels. The number of units representing the remaining portions of the expected fair market value of the grant will be fixed at the beginning of additional performance periods through fiscal year 2013. The actual award value may range from 0-133% of the Target value, depending on the Company's level of the achievement of certain pre-set performance measures and goals over the stated periods.
- These securities will vest on June 29, 2013, based on the reporting person's continued employment with the issuer and are also contingent on the company's performance against certain financial targets. Unvested units are cancelled upon termination of the reporting person's employment.
- The options will vest on June 29, 2013 (50%) and June 28, 2014 (50%).

Remarks:

Daniel J. Ross, Assistant Secretary, pursuant to a power of attorney filed with the Commission 08/06/2010

** 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.