

| 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*<br><u>KRAKOFF REED</u><br><br>(Last) (First) (Middle)<br><u>516 WEST 34TH STREET</u><br><br>(Street)<br><u>NEW YORK NY 10001</u><br><br>(City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol<br><u>COACH INC [ COH ]</u> | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br>Director 10% Owner<br><input checked="" type="checkbox"/> Officer (give title below) Other (specify below)<br><u>Pres, Exec Creative Director</u> |
|   | 3. Date of Earliest Transaction (Month/Day/Year)<br><u>02/12/2010</u>   |   |
| 4. If Amendment, Date of Original Filed (Month/Day/Year)  |   |   |

**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 <sup>(1)</sup>     | 12/28/2009                           |  | J                              | V | 21  | A          | \$37.26 | 100,280.32  | D  |   |
| Common Stock                    | 02/12/2010                           |  | M                              |   | 466,666   | A          | \$29.85 | 566,946.32  | D  |   |
| Common Stock                    | 02/12/2010                           |  | M                              |   | 250,001   | A          | \$26.21 | 816,947.32  | D  |   |
| Common Stock                    | 02/12/2010                           |  | S                              |   | 30,390  | D          | \$34.77 | 786,557.32  | D  |   |
| Common Stock                    | 02/12/2010                           |  | S                              |   | 34,618  | D          | \$35.16 | 751,939.32  | D  |   |
| Common Stock <sup>(2)</sup>     | 02/12/2010                           |  | F                              |   | 219,611   | D          | \$34.77 | 532,328.32  | D  |   |
| Common Stock <sup>(2)</sup>     | 02/12/2010                           |  | F                              |   | 432,048   | D          | \$35.16 | 100,280.32  | 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                               | \$29.85  | 02/12/2010                           |  | M                              |   | 466,666  |     | 08/09/2007   | 08/09/2016      | Common Stock  | 466,666                    | \$0  | 0  | D   |  |
| Stock Option                               | \$26.21  | 02/12/2010                           |  | M                              |   | 250,001  |     | 08/05/2009   | 08/05/2018      | Common Stock  | 250,001                    | \$0  | 499,999  | D   |  |

**Explanation of Responses:**

- These shares were acquired through a dividend paid on the transaction date to the Coach, Inc. Savings and Profit Sharing Plan (401(k) Plan).
- 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.

**Remarks:**

Daniel J. Ross, Assistant Secretary, pursuant to a power of attorney filed with the Commission 02/16/2010

\*\* 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.