

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF
SECURITIESFiled 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>Luis Victor</u> (Last) (First) (Middle) <u>516 WEST 34TH STREET</u> (Street) <u>NEW YORK NY 10001</u> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>11/07/2012</u>	3. Issuer Name and Ticker or Trading Symbol <u>COACH INC [COH]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>President, International Group</u>	5. If Amendment, Date of Original Filed (Month/Day/Year) 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

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
<u>Common Stock</u>	<u>5,580</u>	<u>D</u>	

Table II - Derivative Securities Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
<u>Restricted Stock Unit⁽¹⁾</u>	<u>(2)</u>	<u>(3)</u>	<u>Common Stock</u>	<u>14,664</u>	<u>(4)</u>	<u>D</u>	
<u>Restricted Stock Unit⁽⁵⁾</u>	<u>(6)</u>	<u>(3)</u>	<u>Common Stock</u>	<u>10,840</u>	<u>0.0000⁽⁴⁾</u>	<u>D</u>	
<u>Restricted Stock Unit⁽⁵⁾</u>	<u>02/06/2013</u>	<u>(3)</u>	<u>Common Stock</u>	<u>19,552</u>	<u>(4)</u>	<u>D</u>	
<u>Restricted Stock Unit⁽⁷⁾</u>	<u>06/27/2015</u>	<u>(3)</u>	<u>Common Stock</u>	<u>21,356</u>	<u>(4)</u>	<u>D</u>	
<u>Restricted Stock Unit⁽⁵⁾</u>	<u>06/28/2014</u>	<u>(3)</u>	<u>Common Stock</u>	<u>7,589</u>	<u>(4)</u>	<u>D</u>	
<u>Restricted Stock Unit⁽⁵⁾</u>	<u>06/29/2013⁽⁸⁾</u>	<u>(3)</u>	<u>Common Stock</u>	<u>32,033</u>	<u>(4)</u>	<u>D</u>	
<u>Restricted Stock Unit⁽⁵⁾</u>	<u>06/29/2013</u>	<u>(3)</u>	<u>Common Stock</u>	<u>14,201</u>	<u>0.0000⁽⁴⁾</u>	<u>D</u>	
<u>Restricted Stock Unit⁽⁵⁾</u>	<u>08/03/2012⁽⁹⁾</u>	<u>(3)</u>	<u>Common Stock</u>	<u>8,799</u>	<u>(4)</u>	<u>D</u>	
<u>Restricted Stock Unit⁽⁵⁾</u>	<u>08/03/2014⁽¹⁰⁾</u>	<u>(3)</u>	<u>Common Stock</u>	<u>4,950</u>	<u>(4)</u>	<u>D</u>	
<u>Restricted Stock Unit⁽⁵⁾</u>	<u>08/04/2011⁽¹¹⁾</u>	<u>(3)</u>	<u>Common Stock</u>	<u>4,712</u>	<u>(4)</u>	<u>D</u>	
<u>Restricted Stock Unit⁽¹⁾</u>	<u>08/14/2013</u>	<u>(3)</u>	<u>Common Stock</u>	<u>14,664</u>	<u>(4)</u>	<u>D</u>	
<u>Stock Option⁽¹²⁾</u>	<u>08/04/2013⁽¹³⁾</u>	<u>08/04/2020</u>	<u>Common Stock</u>	<u>5,218</u>	<u>38.41</u>	<u>D</u>	
<u>Stock Option⁽¹²⁾</u>	<u>(8)</u>	<u>08/05/2020</u>	<u>Common Stock</u>	<u>92,441</u>	<u>38.75</u>	<u>D</u>	
<u>Stock Option⁽¹²⁾</u>	<u>(6)</u>	<u>08/15/2022</u>	<u>Common Stock</u>	<u>102,030</u>	<u>55.65</u>	<u>D</u>	

Explanation of Responses:

- These securities were issued under the 2010 Stock Incentive Plan of the Issuer. These securities represent a total grant expected fair market value of \$1.05 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 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 include quarterly dividends received to date, which assumed the same attributes of the original RSU grant.
- These securities will vest in full in August 2014, on date of the Human Resources Committee meeting date not yet known.
- These securities do not expire.
- These securities will convert on a 1-for-1 basis into shares of the issuer's common stock.
- These securities were issued under the 2010 Stock Incentive Plan of the Issuer. These securities include quarterly dividends received to date, which assumed the same attributes of the original RSU grant.
- These securities vest in three equal installments on the first, second and third anniversaries of the date of the grant, which was August 15, 2012.
- These securities were issued under the 2010 Stock Incentive Plan of the Issuer. These securities represent a total grant expected fair market value of \$800,000, 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 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 include quarterly dividends received to date, which assumed the same attributes of the original RSU grant.
- These service-based securities based solely on the reporting person's continued employment with the issuer will vest in three equal installments on June 29, 2013, June 28, 2014 and June 27, 2015. Unvested securities are cancelled upon termination of the reporting person's employment.
- These securities vest in three equal installments on the first, second and third anniversaries of the date of grant, of which the first tranche has vested. The remaining tranches will vest on August 3, 2013 and August 3, 2014, respectively.
- 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.

11. These securities vest in three equal installments on the first, second and third anniversaries of the date of grant, of which the first two tranches have vested. The remaining tranche will vest on August 4, 2013.

12. These securities were issued under the 2010 Stock Incentive Plan of the Issuer.

13. These securities vest in three equal installments on the first, second and third anniversaries of the date of the grant, of which the first two tranches have been exercised. The remaining tranche will vest on August 4, 2013.

/s/ David E. Howard, Assistant
Corporate Secretary, pursuant
to a power of attorney filed
with the Commission 11/16/2012

** 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 5 (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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