

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* <u>TUCCI MICHAEL D</u>			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>President, N. American Group</u>		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) <u>08/02/2013</u>			6. Individual or Joint/Group Filing (Check Applicable Line) X 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) <u>NEW YORK NY 10001</u>								
(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			
Common Stock	08/02/2013		M		137,102	A	\$26.21	339,444	D	
Common Stock	08/02/2013		M		53,666	A	\$26.21	393,110	D	
Common Stock	08/02/2013		M		46,673	A	\$29.37	439,783	D	
Common Stock	08/02/2013		M		39,962	A	\$38.41	479,745	D	
Common Stock	08/02/2013		M		16,442	A	\$0 ⁽¹⁾	496,187	D	
Common Stock ⁽²⁾	08/02/2013		F		7,962	D	\$53.42	488,225	D	
Common Stock	08/02/2013		S		62,694	D	\$53.53	425,531	D	
Common Stock ⁽³⁾	08/02/2013		F		214,709	D	\$53.53	210,822	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
Restricted Stock Unit	(4)	08/02/2013		M			16,442	(5)	(6)	Common Stock	16,442	\$0.0000	108,781	D	
Stock Option	\$38.41	08/02/2013		M			39,962	(7)	08/04/2020	Common Stock	39,962	\$0.0000	39,961	D	
Stock Option	\$29.37	08/02/2013		M			46,673	(8)	08/05/2019	Common Stock	46,673	\$0.0000	0.0000	D	
Stock Option	\$26.21	08/02/2013		M			137,102		07/02/2011 08/05/2018	Common Stock	137,102	\$0.0000	0.0000	D	
Stock Option	\$26.21	08/02/2013		M			53,666		08/05/2009 08/05/2018	Common Stock	53,666	\$0.0000	0.0000	D	

Explanation of Responses:

- Vesting of Restricted Stock Units.
- These shares were sold to pay for the taxes and fees in connection with the exercise of derivative securities described above.
- 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.
- These securities 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.
- Date exercisable August 4, 2013.
- Date exercisable August 5, 2012.

Daniel J. Ross, Assistant Secretary, pursuant to a power of attorney filed with the Commission 08/06/2013

** 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.