

OMB APPROVAL

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hours per response:	0.5
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934
or Section 30(h) of the Investment Company Act of 1940

Check this box if no longer subject to
Section 16. Form 4 or Form 5
obligations may continue. See
Instruction 1(b).

<div>1. Name and Address of Reporting Person*</div> <div>SCHULANER FELICE</div> <div>(Last)(First)(Middle)</div> <div>516 WEST 34TH STREET516 WEST 34TH STREET</div> <div>8TH FLOOR8TH FLOOR</div> <div>(Street)</div> <div>NEW YORKNY10001</div> <div>(City)(State)(Zip)</div>	<div>2. Issuer Name and Ticker or Trading Symbol</div> <div>COACH INC [COH]</div> <div>3. Date of Earliest Transaction (Month/Day/Year)</div> <div>12/06/2004</div> <div>4. If Amendment, Date of Original Filed (Month/Day/Year)</div>	<div>5. Relationship of Reporting Person(s) to Issuer (Check all applicable)</div> <div><div><div>X</div><div>Director</div></div><div><div></div><div>10% Owner</div></div><div><div>X</div><div>Officer (give title below)</div></div><div><div></div><div>Other (specify below)</div></div><div>SVP, Human Resources</div></div> <div>6. Individual or Joint/Group Filing (Check Applicable Line)</div> <div><div>X</div><div>Form filed by One Reporting Person</div><div>Form filed by More than One Reporting Person</div></div>
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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⁾	12/06/2004		P		243	A	\$49.49	34,775	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				

Explanation of Responses:

1. Shares acquired under the Coach, Inc. 2001 Employee Stock Purchase Plan.

Remarks:

Daniel J. Ross, Assistant
Secretary, pursuant to a power 12/14/2004
of

** 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.