

**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 <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>President, N. America Retail</u>			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) <u>11/11/2009</u>			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			
<u>516 WEST 34TH STREET</u>			4. If Amendment, Date of Original Filed (Month/Day/Year)						
(Street)	<u>NEW YORK</u>	<u>NY</u>	<u>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	11/11/2009		M		75,000	A	\$18.85	238,528	D	
Common Stock <sup>(1)</sup>	11/11/2009		S		17,150	D	\$35.85	221,378	D	
Common Stock <sup>(1)</sup>	11/11/2009		S		18,826	D	\$35	202,552	D	
Common Stock <sup>(2)</sup>	11/11/2009		F		56,174	D	\$35	146,378	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 <sup>(3)</sup>	\$0 <sup>(4)</sup>	06/29/2009		J	V	678		(5)	(6)	Common Stock	678	\$26.79	241,970	D	
Restricted Stock Unit <sup>(3)</sup>	\$0 <sup>(4)</sup>	09/28/2009		J	V	553		(5)	(6)	Common Stock	553	\$32.26	238,127	D	
Stock Option	\$18.85	11/11/2009		M			75,000	08/11/2005	08/11/2014	Common Stock	75,000	\$0	0	D	

**Explanation of Responses:**

- This sale of stock is for diversification purposes only. Following the sale, Mr. Tucci will continue to own approximately 146,000 shares of stock outright, 1.4 million stock options and 238,000 restricted stock units.
- 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 were received through a dividend paid on the transaction date.
- This security will convert on a 1-for-1 basis into shares of the issuer's common stock.
- These securities vest in part on each of the vesting dates of the original RSU grants.
- These securities do not expire.

**Remarks:**

Daniel J. Ross, Assistant Secretary, pursuant to a power of attorney filed with the Commission 11/13/2009

\*\* 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.