

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>DEVINE MICHAEL F III</u> (Last) (First) (Middle) 516 WEST 34TH STREET (Street) NEW YORK NY 10001 (City) (State) (Zip)	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>EVP, Chief Financial Officer</u>
	3. Date of Earliest Transaction (Month/Day/Year) 11/04/2010	
		6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

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	11/04/2010		M		82,042	A	\$42.28	138,907	D	
Common Stock	11/04/2010		M		81,861	A	\$34.12	220,768	D	
Common Stock	11/04/2010		M		51,000	A	\$45.13	271,768	D	
Common Stock	11/04/2010		M		23,534	A	\$42.44	354,833	D	
Common Stock	11/04/2010		M		23,477	A	\$29.37	378,310	D	
Common Stock	11/04/2010		M		21,662	A	\$42.29	399,972	D	
Common Stock ⁽¹⁾	11/04/2010		S		48,114	D	\$52.2	323,971	D	
Common Stock ⁽²⁾	11/04/2010		F		298,396	D	\$52.2	25,575	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
Stock Option	\$29.37	11/04/2010		M			23,477	(3)	08/05/2019	Common Stock	23,477	\$0.0000	46,951	D	
Stock Option	\$42.28	11/04/2010		M			82,042	05/15/2007	12/03/2011	Common Stock	82,042	\$0.0000	0.0000	D	
Stock Option	\$42.29	11/04/2010		M			21,662	05/16/2007	08/07/2012	Common Stock	21,662	\$0.0000	0.0000	D	
Stock Option	\$42.44	11/04/2010		M			23,534	05/16/2007	08/07/2012	Common Stock	23,534	\$0.0000	0.0000	D	
Stock Option	\$34.12	11/04/2010		M			81,861	06/30/2008	11/08/2015	Common Stock	81,861	\$0.0000	0.0000	D	
Stock Option	\$45.13	11/04/2010		M			51,000	08/09/2008	08/09/2017	Common Stock	51,000	\$0.0000	0.0000	D	

Explanation of Responses:

- The net proceeds from these sales will be used primarily for the purchase of a vacation home.
- 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 options vest in three equal installments on the first, second and third anniversaries of the date of grant.

Daniel J. Ross, Assistant Secretary, pursuant to a power of attorney filed with the Commission 11/09/2010

** 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.