FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF C	HANGES IN BENE	FICIAL OWNERSHIP

OMB APPROVAL OMB Number: Estimated average burden hours per response: 0.5

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

Name and Address of Reporting Person* DEVINE MICHAEL F III						2. Issuer Name and Ticker or Trading Symbol COACH INC [COH]									5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
DEVIN	E MICH	AEL F III			1										Direc	ctor	10% (Owner	
					-	2. Data of Fodical Transaction (Month (Davidson))							X	Offic belov	er (give title w)	Other below	(specify		
(Last) (First) (Middle)						3. Date of Earliest Transaction (Month/Day/Year) 05/25/2004								SV	D Chief Fi	nancial Offic	or		
516 WEST 34TH STREET					05/									SVP, Chief Financial Officer					
5TH FLOOR																			
JIII FLC	JOK				4 16	4 If Amandment Date of Oviginal Filed (Manth/D-::0/)							C India	C. Ladinida al an Inicat/Consum Filian (Obsala Applicable					
(Street)					- 4. 11	4. If Amendment, Date of Original Filed (Month/Day/Year)							6. Individual or Joint/Group Filing (Check Applicable Line)						
NEW YO	ORK N	Υ 1	0001											X	Forn	n filed by One	e Reporting Pers	son	
					-										Forn		e than One Rep	orting	
(City)	(St	ate) (Zip)																
Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned																			
1. Title of S	Security (Inst	r. 3)		2. Transac	tion	on 2A. Deemed 3. 4. Securities Acquired (A) o						or	5. Am	ount of	6. Ownership	7. Nature			
	oounty (mo	•,		Date		Year) Execution Date, if any (Month/Day/Year)			Transaction Code (Instr. 3, 4 a 8)						ities	Form: Direct	of Indirect Beneficial Ownership		
				(Month/Da	ıy/Year)										(D) or Indirect (I) (Instr. 4)				
						(World // Day/ Tear)						Reported		(1) (1115411 4)	(Instr. 4)				
									Code	v	Amount	(A) or Price		ce	Transaction(s) (Instr. 3 and 4)				
Common Stock 05/25/20									S		26,000	D	\$4	2.3809		18,045	D		
05/25/20														3,1 1					
		Ta	ble II -	- Derivat	ive S	ecuri	ities	Acqu	iired, I	Disp	osed of,	or Be	nefic	ially O	vned				
				(e.g., p	uts, c	alls,	warr	ants,	optio	ns, c	convertib	le sec	curiti	es)					
	2. Conversion		3A. Dee	med on Date,	4. Transaction		5. Number on of		6. Date Exercisable and Expiration Date		7. Title and Amount of			rice of vative		f 10. Ownership	11. Nature of Indirect		
Security	or Exercise		if any	· /	Code (str. Derivative Securities		(Month/Day/Year) Secu			Securities		Seci	urity	Securities	Form:	Beneficial Ownership (Instr. 4)	
(Instr. 3)	Price of Derivative		(Month/	Day/Year)	ay/Year) 8)								Inderlying		(Instr. 5)	Beneficially Owned	Direct (D) or Indirect		
Security					Acquired Derivative Security (Instr						r. 3		Following	(i) (instr. 4)	(111511. 4)				
						Disposed						and 4)				Reported			
					of (D) (Instr.			3.4							Transaction(s) (Instr. 4)	(s)			
				and 5)								(
				İ									Amou	ınt					
													or	1					
									Date		Expiration		Numb	er					
					Code	v	(A)	(D)	Exercis	sable		Title	Share	s					

Explanation of Responses:

Daniel J. Ross, Assistant

Secretary, pursuant to a power 05/25/2004

<u>of</u>

** 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.