

FOSSIL INC  
Form 4  
March 17, 2011

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**KOVAR MIKE**

(Last) (First) (Middle)  
2280 N. GREENVILLE AVE.  
  
(Street)

RICHARDSON, TX 75082

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**FOSSIL INC [FOSL]**

3. Date of Earliest Transaction (Month/Day/Year)  
03/15/2011

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Executive V.P. and CFO

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ 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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  |                                | (A) or (D) Price  |   |  |                                   |
| Common Stock                    | 03/15/2011                           |  | F                              | 1,304 D \$ 0  | 20,642  | D  |                                   |
| Common Stock <sup>(1)</sup>     | 03/15/2011                           |  | A                              | 2,896 A \$ 0  | 23,538 <sup>(2)</sup>   | D  |                                   |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

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**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 Underlying Security (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Stock Appreciation Right                   | \$ 81.23   | 03/15/2011                           |  | A                              | 6,933   | 03/15/2012 <sup>(3)</sup> 03/15/2019                     | Common Stock  | 6,933                         |
| Stock Appreciation Right                   | \$ 18.41   |                                      |  |                                |   | 02/19/2007 02/19/2014                                    | Common Stock  | 4,000                         |
| Stock Appreciation Right                   | \$ 31.24   |                                      |  |                                |   | 06/01/2008 06/01/2015                                    | Common Stock  | 8,000                         |
| Stock Appreciation Right                   | \$ 30.71   |                                      |  |                                |   | 03/15/2009 03/15/2016                                    | Common Stock  | 10,000                        |
| Stock Appreciation Right                   | \$ 13.65   |                                      |  |                                |   | 03/15/2010 03/15/2017                                    | Common Stock  | 6,000                         |
| Stock Appreciation Right                   | \$ 38.395  |                                      |  |                                |   | 03/15/2011 03/15/2018                                    | Common Stock  | 11,000                        |

## Reporting Owners

| Reporting Owner Name / Address                                | Relationships |           |                        |       |
|---|---------------|-----------|------------------------|-------|
|   | Director      | 10% Owner | Officer                | Other |
| KOVAR MIKE<br>2280 N. GREENVILLE AVE.<br>RICHARDSON, TX 75082 |               |           | Executive V.P. and CFO |       |

## Signatures

/s/ Randy S. Hyne,  
Attorney-in-Fact

03/17/2011

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* 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).

(1) Restricted Stock Units

(2) After giving effect to the grant of restricted stock units reported herein, includes 591 shares of restricted stock, 14,131 restricted stock units, 762 shares held in a personal IRA account and 1,259 shares held through a 401(k) plan account as of December 31, 2010.

(3) Exercisable as to 1/3 on 3/15/12; as to 1/3 on 3/15/13; and as to 1/3 on 3/15/14, cumulatively.

(4) Not applicable.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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