#### TRAVIS TRACEY THOMAS

Form 4 July 26, 2010

# FORM 4

### **OMB APPROVAL**

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

Check this box if no longer subject to Section 16.

Form 4 or

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

Number: January 31, Expires: 2005

3235-0287

0.5

Estimated average burden hours per

response...

OMB

Form 5 obligations may continue. See Instruction

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person \* TRAVIS TRACEY THOMAS

2. Issuer Name and Ticker or Trading

Issuer

Symbol

POLO RALPH LAUREN CORP

(Check all applicable)

5. Relationship of Reporting Person(s) to

[RL]

(Last)

(First) (Middle) 3. Date of Earliest Transaction

Director 10% Owner X\_ Officer (give title Other (specify

(Month/Day/Year) 07/26/2010

below) Senior Vice President & CFO

C/O POLO RALPH LAUREN CORPORATION, 650 MADISON **AVENUE** 

(Street)

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

Applicable Line)

\_X\_ Form filed by One Reporting Person Form filed by More than One Reporting

6. Individual or Joint/Group Filing(Check

NEW YORK, NY 10022

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1.Title of Security (Instr. 3)

2. Transaction Date 2A. Deemed (Month/Day/Year)

Execution Date, if

(Month/Day/Year)

3. 4. Securities TransactionAcquired (A) or Code Disposed of (D) (Instr. 8) (Instr. 3, 4 and 5)

5. Amount of Securities Beneficially Owned Following

6. Ownership 7. Nature of Indirect Form: Direct (D) or Beneficial Indirect (I) Ownership (Instr. 4) (Instr. 4)

Reported (A) Transaction(s) (Instr. 3 and 4) Price Code V Amount (D)

Class A Common

Stock

07/26/2010

 $S^{(1)}$ 384 D

\$ 80 1,925

D

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

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SEC 1474 (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 | 2.          | 3. Transaction Date | 3A. Deemed         | 4.                    | 5.                     | 6. Date Exerc    | cisable and | 7. Title              | and      | 8. Price of | 9. Nu  |
|-------------|-------------|---------------------|--------------------|-----------------------|------------------------|------------------|-------------|-----------------------|----------|-------------|--------|
| Derivative  | Conversion  | (Month/Day/Year)    | Execution Date, if | TransactionNumber     |                        | Expiration D     | ate         | Amoun                 | t of     | Derivative  | Deriv  |
| Security    | or Exercise |                     | any                | Code                  | of                     | (Month/Day/      | Year)       | Underly               | ying     | Security    | Secui  |
| (Instr. 3)  | Price of    |                     | (Month/Day/Year)   | (Instr. 8) Derivative |                        | e                |             | Securit               | ies      | (Instr. 5)  | Bene   |
|             | Derivative  |                     |                    |                       | Securities<br>Acquired |                  |             | (Instr. 3             | 3 and 4) |             | Own    |
|             | Security    |                     |                    |                       |                        |                  |             |                       |          |             | Follo  |
|             | •           |                     |                    |                       | (A) or                 |                  |             |                       |          |             | Repo   |
|             |             |                     |                    |                       | Disposed               |                  |             |                       |          |             | Trans  |
|             |             |                     |                    |                       | of (D)                 |                  |             |                       |          |             | (Instr |
|             |             |                     |                    |                       | (Instr. 3,             |                  |             |                       |          |             |        |
|             |             |                     |                    |                       | 4, and 5)              |                  |             |                       |          |             |        |
|             |             |                     |                    |                       |                        |                  |             |                       | A manuat |             |        |
|             |             |                     |                    |                       |                        |                  |             |                       | Amount   |             |        |
|             |             |                     |                    |                       | Date                   | Date             | Expiration  | Or<br>Title Nesselves |          |             |        |
|             |             |                     |                    |                       |                        | Exercisable Date | Date        |                       | Number   |             |        |
|             |             |                     |                    | C + V                 | (A) (D)                |                  |             |                       | of       |             |        |
|             |             |                     |                    | Code V                | (A) (D)                |                  |             |                       | Shares   |             |        |

# **Reporting Owners**

Relationships Reporting Owner Name / Address

> Director 10% Owner Officer Other

TRAVIS TRACEY THOMAS C/O POLO RALPH LAUREN CORPORATION 650 MADISON AVENUE NEW YORK, NY 10022

Senior Vice President & CFO

## **Signatures**

/s/ Yen D. Chu, 07/26/2010 Attorney-in-Fact

\*\*Signature of Reporting Person

## **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) The sales reported in this Form 4 was effected pursuant to a Rule 10b5-1 trading plan previously established by the reporting person. 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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Reporting Owners 2