

FOSSIL INC  
Form 4  
November 15, 2010

# FORM 4

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

OMB APPROVAL

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## 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)  
11/11/2010

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) Code V	Amount or Price		
Common Stock	11/11/2010		M		7,200 A \$ 30.71	29,312	D
Common Stock	11/11/2010		D		3,214 D \$ 30.71	26,098	D
Common Stock	11/11/2010		F		1,453 D \$ 0	24,645	D
Common Stock	11/15/2010		S		2,533 D \$ 68.5	22,112 <sup>(1)</sup>	D

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

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(9-02)

**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 (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 Securities (Instr. 3 and 4)	Amount or Number of Shares
Stock Appreciation Right	\$ 30.71	11/11/2010		M	7,200	03/15/2009 03/15/2016	Common Stock	7,200
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	\$ 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	11,570
Stock Options (Right to Buy)	\$ 25.77					03/08/2006 03/08/2015	Common Stock	10,000
Stock Options (Right to Buy)	\$ 22.1733					09/11/2007 02/23/2014	Common Stock	14,990

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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Director    10% Owner    Officer    Other

KOVAR MIKE  
2280 N. GREENVILLE AVE.  
RICHARDSON, TX 75082

Executive V.P. and CFO

## Signatures

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

11/15/2010

\_\_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) Includes 665 shares of restricted stock, 16,457 restricted stock units, 762 shares held in a personal IRA account and 1,259 shares held through a 401(k) plan account as of September 30, 2010.
  - (2) Not applicable.

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