

GOLD ALAN J  
Form 4  
September 30, 2009

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
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).

**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 \*  
GOLD ALAN J

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

3. Date of Earliest Transaction (Month/Day/Year)  
09/29/2009

Director  10% Owner  
 Officer (give title below)  Other (specify below)

RICHARDSON, TX 75082

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**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)
				(A) or (D)	Price		
Common Stock	09/29/2009		M	1,946 A	\$ 6.4373	22,196	D
Common Stock	09/29/2009		S	1,946 D	\$ 28.8051	20,250	D
Common Stock	09/29/2009		G <sup>(2)</sup>	V 5,000 D	\$ 0	15,250	D
Common Stock	09/30/2009		M	4,804 A	\$ 6.4373	20,054	D
Common Stock	09/30/2009		S	4,804 D	\$ 28.8	15,250	D

Edgar Filing: GOLD ALAN J - Form 4

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

**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 control number.**

SEC 1474  
(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 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 Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Stock Options (Right to Buy)	\$ 6.4373	09/29/2009		M	1,946	01/01/2002 01/01/2011	Common Stock	1,946
Stock Options (Right to Buy)	\$ 6.4373	09/30/2009		M	4,804	01/01/2002 01/01/2011	Common Stock	4,804
Stock Options (Right to Buy)	\$ 9.3333					01/01/2003 01/01/2012	Common Stock	6,750
Stock Options (Right to Buy)	\$ 13.56					01/01/2004 01/01/2013	Common Stock	4,500
Stock Options (Right to Buy)	\$ 18.7533					01/01/2005 01/01/2014	Common Stock	6,000
Stock Options (Right to Buy)	\$ 25.64					01/01/2006 01/01/2015	Common Stock	4,000
Stock Options	\$ 21.66					01/01/2007 01/01/2016	Common Stock	4,000

(Right to Buy)

Stock Options (Right to Buy)	\$ 22.74	01/01/2008	01/01/2017	Common Stock	4,000
------------------------------	----------	------------	------------	--------------	-------

(Right to Buy)

Stock Options (Right to Buy)	\$ 42.76	01/01/2009	01/01/2018	Common Stock	4,000
------------------------------	----------	------------	------------	--------------	-------

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GOLD ALAN J 2280 N. GREENVILLE AVE. RICHARDSON, TX 75082	X			

## Signatures

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

09/30/2009

\*\*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) Not applicable.

(2) Bona fide gift without consideration of any kind.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.