

FOSSIL INC  
Form 4  
February 25, 2010

**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)  
02/23/2010

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	02/23/2010		M	2,398 A \$ 11.6667	22,726	D	
Common Stock	02/23/2010		M	9,601 A \$ 11.7133	32,327	D	
Common Stock	02/23/2010		S	17,288 D \$ 36.2115	15,039	D	
Common Stock	02/24/2010		M	1 A \$ 11.6667	15,040 <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 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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Options (Right to Buy)	\$ 11.6667	02/23/2010		M	2,398	02/24/2004 02/24/2013	Common Stock	2,398	
Stock Options (Right to Buy)	\$ 11.7133	02/23/2010		M	9,601	09/11/2007 02/24/2013	Common Stock	9,601	
Stock Options (Right to Buy)	\$ 11.6667	02/24/2010		M	1	02/24/2004 02/24/2013	Common Stock	1	
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	18,000	
Stock Appreciation Right	\$ 13.65					03/15/2010 03/15/2017	Common Stock	6,000	
Stock Options (Right to Buy)	\$ 25.77					03/08/2006 03/08/2015	Common Stock	10,000	

Buy)

Stock

Options

(Right to

Buy)

\$ 22.1733

09/11/2007 02/23/2014

Common  
Stock

14,99

## Reporting Owners

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

## Signatures

/s/ Mike L.

Kovar

02/25/2010

\*\*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 761 shares of restricted stock, 11,400 restricted stock units, 762 shares held in a personal IRA account and 1,179 shares held through a 401(k) plan account as of December 31, 2009.
- (2) 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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