

QUICK MARK  
Form 4  
November 12, 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 \*  
**QUICK MARK**

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.

3. Date of Earliest Transaction (Month/Day/Year)  
11/10/2010

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Vice Chairman

(Street)  
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)
			Code	V Amount (A) or (D) Price			
Common Stock	11/10/2010		M	12,000 A \$ 22.63	75,453	D	
Common Stock	11/10/2010		D	3,942 D \$ 22.63	71,511	D	
Common Stock	11/10/2010		F	2,938 D \$ 0	68,573	D	
Common Stock	11/10/2010		M	18,000 A \$ 31.24	86,573	D	
Common Stock	11/10/2010		D	8,163 D \$ 31.24	78,410	D	

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Common Stock	11/10/2010	F	3,586	D	\$ 0	74,824	D
Common Stock	11/10/2010	M	12,000	A	\$ 30.71	86,824	D
Common Stock	11/10/2010	D	5,350	D	\$ 30.71	81,474	D
Common Stock	11/10/2010	F	2,424	D	\$ 0	79,050	D
Common Stock	11/10/2010	M	6,000	A	\$ 13.65	85,050	D
Common Stock	11/10/2010	D	1,189	D	\$ 13.65	83,861	D
Common Stock	11/10/2010	F	1,754	D	\$ 0	82,107	D
Common Stock	11/11/2010	M	24,000	A	\$ 22.1733	106,107	D
Common Stock	11/11/2010	M	24,000	A	\$ 25.77	130,107	D
Common Stock	11/11/2010	S	73,875	D	\$ 69.0542	56,232 <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 Security (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Appreciation Right	\$ 22.63	11/10/2010		M	12,000	02/01/2008 02/01/2015	Common Stock	12,000	
Stock	\$ 31.24	11/10/2010		M	18,000	06/01/2008 06/01/2015	Common	18,000	

								Stock	
Appreciation Right									
Stock Appreciation Right	\$ 30.71	11/10/2010	M	12,000	03/15/2009	03/15/2016	Common Stock	12,000	
Stock Appreciation Right	\$ 13.65	11/10/2010	M	6,000	03/15/2010	03/15/2017	Common Stock	6,000	
Stock Options (Right to Buy)	\$ 22.1733	11/11/2010	M	24,000	09/11/2007	02/23/2014	Common Stock	24,000	
Stock Options (Right to Buy)	\$ 25.77	11/11/2010	M	24,000	03/08/2006	03/08/2015	Common Stock	24,000	
Stock Appreciation Right	\$ 18.41				02/19/2007	02/19/2014	Common Stock	4,800	
Stock Appreciation Right	\$ 38.395				03/15/2011	03/15/2018	Common Stock	26,400	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
QUICK MARK 2280 N. GREENVILLE AVE. RICHARDSON, TX 75082			Vice Chairman	

## Signatures

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

11/12/2010

\_\_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 2,000 shares of restricted stock, 52,101 restricted stock units and 2,131 shares held through a 401(k) plan account as of September 30, 2010.
- (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. 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.