

SHEARER ROBERT K  
Form 4  
June 20, 2011

**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 \*  
SHEARER ROBERT K

(Last) (First) (Middle)  
105 CORPORATE CENTER BLVD  
(Street)

GREENSBORO, NC 27408

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
V F CORP [VFC]

3. Date of Earliest Transaction  
(Month/Day/Year)  
06/17/2011

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)  
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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| Common Stock                    |                                      |  |                                |   | 1,302.202   | I  | by Trust (1)  |
| Common Stock                    | 06/17/2011                           |  | M                              | 43,600 A  | \$ 44.8 124,980   | D  |   |
| Common Stock                    | 06/17/2011                           |  | S                              | 6,314 (2) D   | \$ 102.7604 118,666   | D  |   |
| Common Stock                    | 06/17/2011                           |  | S                              | 35,686 (3) D  | \$ 103.2825 82,980  | D  |   |
| Common Stock                    | 06/17/2011                           |  | S                              | 1,600 (4) D   | \$ 104.15 81,380  | D  |   |

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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) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| 2004 Non-Qualified Stock Option (right to buy) | \$ 44.8  | 06/17/2011                           |  | M                              | 43,600  | 02/13/2005 02/12/2014                                    | Common Stock 43   |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| SHEARER ROBERT K<br>105 CORPORATE CENTER BLVD<br>GREENSBORO, NC 27408 |               |           | CFO     |       |

## Signatures

Mark R. Townsend for Robert K. Shearer (Pursuant to Signing Authority on File)

06/20/2011

\_\_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) 401(k).

(2) The price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from not less than \$102.47 to not more than \$102.96. The reporting person undertakes to provide to VF Corporation, any security holder of VF Corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote to this Form 4.

(3) The price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from not less than \$103.00 to not more than \$103.98. The reporting person undertakes to provide to VF Corporation, any security holder of VF Corporation,

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or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote to this Form 4.

- (4) The price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from not less than \$104.00 to not more than \$104.33. The reporting person undertakes to provide to VF Corporation, any security holder of VF Corporation, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote to this Form 4.

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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