GOLD ALAN J

Form 4

September 30, 2009

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

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OMB APPROVAL

if no longer subject to Section 16. Form 4 or

Check this box

Form 5 obligations may continue. See Instruction

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * GOLD ALAN J

2. Issuer Name and Ticker or Trading Symbol

5. Relationship of Reporting Person(s) to

Issuer

FOSSIL INC [FOSL]

(Check all applicable)

(Last)

(First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year)

_X__ Director Officer (give title below)

10% Owner Other (specify

2280 N. GREENVILLE AVE.

(Street)

09/29/2009

6. Individual or Joint/Group Filing(Check

Applicable Line)

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

> _X_ Form filed by One Reporting Person Form filed by More than One Reporting

Person

RICHARDSON, TX 75082

(City)	(State)	(Zip) Tab	le I - Non-	Derivativo	e Secu	rities Acquii	red, Disposed of,	or Beneficiall	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transacti Code (Instr. 8)	4. Securionor Dispo (Instr. 3,	sed of 4 and (A) or		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	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(2) 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	

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

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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. Transactic 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)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	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

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(Right to Buy)					
Stock Options (Right to Buy)	\$ 22.74	01/01/2008	01/01/2017	Common Stock	4,000
Stock Options (Right to Buy)	\$ 42.76	01/01/2009	01/01/2018	Common Stock	4,000
Stock Options (Right to Buy)	\$ 16.415	01/01/2010	01/01/2019	Common Stock	6,000

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

**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.

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