GOLD ALAN J Form 4 July 02, 2009

FORM 4

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

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

(Last) (First) (Middle)

2280 N. GREENVILLE AVE.

(Street)

2. Issuer Name and Ticker or Trading

Symbol

FOSSIL INC [FOSL]

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

07/02/2009

4. If Amendment, Date Original

Filed(Month/Day/Year)

OMB APPROVAL

OMB Number:

3235-0287

Expires:

January 31, 2005

Estimated average burden hours per

response...

0.5

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

_X__ Director 10% Owner _Other (specify Officer (give title

below)

6. Individual or Joint/Group Filing(Check

Applicable Line)

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-l	Derivative	e Secu	rities Acqui	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. Transaction Code (Instr. 8)		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	07/02/2009		M	6,750	A	\$ 10.2778	27,000	D	
Common Stock	07/02/2009		S	3,400	D	\$ 23.5418	23,600	D	
Common Stock	07/02/2009		S	300	D	\$ 23.57	23,300	D	
Common Stock	07/02/2009		S	600	D	\$ 23.56	22,700	D	
Common Stock	07/02/2009		S	2,450	D	\$ 23.5505	20,250	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)

D

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)	Code	5. Number Insaction of Derivative le Securities tr. 8) Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		e Expiration D (Month/Day/	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)	\$ 10.2778	07/02/2009		M		6,75	0 01/01/200	01/01/2010	Common Stock	6,750	
Stock Options (Right to Buy)	\$ 6.4373						01/01/2002	2 01/01/2011	Common Stock	6,750	
Stock Options (Right to Buy)	\$ 9.3333						01/01/2003	3 01/01/2012	Common Stock	6,750	
Stock Options (Right to Buy)	\$ 13.56						01/01/2004	4 01/01/2013	Common Stock	4,500	
Stock Options (Right to Buy)	\$ 18.7533						01/01/2003	5 01/01/2014	Common Stock	6,000	
Stock Options (Right to Buy)	\$ 25.64						01/01/2000	5 01/01/2015	Common Stock	4,000	
Stock Options	\$ 21.66						01/01/200	7 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.

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.

Reporting Owners 3