

ANDERSON KENNETH W  
Form 4  
March 09, 2010

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
ANDERSON KENNETH W

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.  
  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
03/05/2010

Director  10% Owner  
 Officer (give title below)  Other (specify below)

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)
				(A) or (D)	Price		
Common Stock	03/05/2010		M	2,000	A \$ 9.3333	6,500	D
Common Stock	03/05/2010		S	2,000	D \$ 38.664	4,500	D
Common Stock	03/09/2010		M	3,000	A \$ 9.3333	7,500	D
Common Stock	03/09/2010		S	3,000	D \$ 39	4,500	D
Common Stock						17,812	I K.W. Anderson Family

Partnership

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 (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)	8. Amount or Number of Shares
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Stock Options (Right to Buy)	\$ 9.3333	03/05/2010		M	2,000	01/01/2003	01/01/2012	Common Stock	2,000
Stock Options (Right to Buy)	\$ 9.3333	03/09/2010		M	3,000	01/01/2003	01/01/2012	Common Stock	3,000
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 (Right to Buy)	\$ 21.66					01/01/2007	01/01/2016	Common Stock	4,000

Stock Options (Right to Buy)	\$ 22.74	01/01/2008	01/01/2017	Common Stock	2,932
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
ANDERSON KENNETH W 2280 N. GREENVILLE AVE. RICHARDSON, TX 75082	X			

## Signatures

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

03/09/2010

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) 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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