

QUICK MARK
Form 4
November 12, 2010

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
Estimated average burden hours per response... 0.5

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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 | | 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 ⁽¹⁾ | D |

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. 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.