

PICKARD FRANK C III  
Form 4  
October 05, 2010

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
PICKARD FRANK C III

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

3. Date of Earliest Transaction (Month/Day/Year)  
10/04/2010

\_\_\_\_ Director  
\_\_\_\_ Officer (give title below)  
\_\_\_\_ 10% Owner  
\_\_\_\_ Other (specify below)  
VP and Treasurer

GREENSBORO, NC 27408

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)
			Code	V	Amount	(D)	Price
Common Stock	10/04/2010		M		20,000	A	\$ 40.9
Common Stock	10/04/2010		S		6,200	D	\$ 81.25
Common Stock	10/04/2010		S		200	D	\$ 81.255
Common Stock	10/04/2010		S		900	D	\$ 81.2567
Common Stock	10/04/2010		S		2,300	D	\$ 81.2578
Common Stock	10/04/2010		S		24,762	D	
Common Stock	10/04/2010		S		24,962	D	

Edgar Filing: PICKARD FRANK C III - Form 4

Common Stock	10/04/2010	S	200	D	\$ 81.27	21,362	D
Common Stock	10/04/2010	S	200	D	\$ 81.285	21,162	D
Common Stock	10/04/2010	S	1,243	D	\$ 81.29	19,919	D
Common Stock	10/04/2010	S	500	D	\$ 81.297	19,419	D
Common Stock	10/04/2010	S	300	D	\$ 81.315	19,119	D
Common Stock	10/04/2010	S	3,345	D	\$ 81.3288	15,774	D
Common Stock	10/04/2010	S	900	D	\$ 81.33	14,874	D
Common Stock	10/04/2010	S	900	D	\$ 81.35	13,974	D
Common Stock	10/04/2010	S	210	D	\$ 81.3652	13,764	D
Common Stock	10/04/2010	S	202	D	\$ 81.3692	13,562	D
Common Stock	10/04/2010	S	2,000	D	\$ 81.37	11,562	D
Common Stock	10/04/2010	S	300	D	\$ 81.3767	11,262	D
Common Stock	10/04/2010	S	100	D	\$ 81.42	11,162	D
Common Stock	10/04/2010	S	6,162	D	\$ 81.25	5,000	D

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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,	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)
--	--	--------------------------------------	--	--------------------------------	--	--	---

and 5)

	Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Am or Num of S
2002 Non-Qualified Stock Option (right to buy)					02/15/2003	02/14/2012	Common Stock	20
	\$ 40.9		10/04/2010	M				

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
PICKARD FRANK C III 105 CORPORATE CENTER BLVD GREENSBORO, NC 27408			VP and Treasurer	

## Signatures

Candace S. Cummings for Frank C. Pickard III (Pursuant to Signing Authority on File) 10/05/2010

\_\_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).

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.