

PETTY JAMES C  
Form 4  
March 05, 2013

**FORM 4**

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

OMB APPROVAL

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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 \*  
PETTY JAMES C

2. Issuer Name and Ticker or Trading Symbol  
CARTERS INC [CRI]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
1170 PEACHTREE STREET, SUITE 900  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
03/01/2013

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
\_\_\_\_ Officer (give title below)  Other (specify below)  
Former President Retail Stores

ATLANTA, GA 30309

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 Ownership (Instr. 4)
			Code	V Amount or (D) Price			
Common Stock	03/01/2013		S	14,601 D \$ 56 (1)	22,500	D	
Common Stock	03/01/2013		M	56,250 A \$ 14.18	78,750	D	
Common Stock	03/01/2013		S	56,250 D \$ 55.59 (1)	22,500	D	
Common Stock	03/01/2013		M	12,500 A \$ 18.14	35,000	D	
Common Stock	03/01/2013		S	12,500 D \$ 55.59	22,500	D	

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Common Stock	03/01/2013	M	10,500	A	<u>(1)</u> \$ 28.04	33,000	D
Common Stock	03/01/2013	S	10,500	D	<u>(1)</u> \$ 55.59	22,500	D
Common Stock	03/01/2013	M	6,000	A	<u>(1)</u> \$ 28.44	28,500	D
Common Stock	03/01/2013	S	6,000	D	<u>(1)</u> \$ 55.59	22,500	D
Common Stock	03/01/2013	M	2,000	A	<u>(1)</u> \$ 42.61	24,500	D
Common Stock	03/01/2013	S	2,000	D	<u>(1)</u> \$ 55.59	22,500 <u>(2)</u>	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.**

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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 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
Employee Stock Option (Right to Purchase)	\$ 14.18	03/01/2013		M	56,250	<u>(3)</u>	07/01/2018	Common Stock	56,250
Employee Stock Option (Right to Purchase)	\$ 18.14	03/01/2013		M	12,500	<u>(5)</u>	03/12/2019	Common Stock	12,500

Employee Stock Option (Right to Purchase)	\$ 28.04	03/01/2013	M	10,500	<u>(5)</u>	02/16/2020	Common Stock	15,750
Employee Stock Option (Right to Purchase)	\$ 28.44	03/01/2013	M	6,000	<u>(5)</u>	02/24/2021	Common Stock	6,000
Employee Stock Option (Right to Purchase)	\$ 42.61	03/01/2013	M	2,000	<u>(5)</u>	02/22/2022	Common Stock	2,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
PETTY JAMES C 1170 PEACHTREE STREET SUITE 900 ATLANTA, GA 30309				Former President Retail Stores

## Signatures

/s/Brendan M. Gibbons, Attorney-in-Fact for James C. Petty	03/05/2013
**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).
- This is a weighted average price. The shares were sold in multiple trade executions at prices ranging from \$55.52 to \$56.00, inclusive.
- (1) Upon request by the Commission staff, the Issuer, or a security holder of the Issuer, the Reporting Person will provide full information regarding the number of shares sold at each separate price.
  - (2) These restricted shares are subject to restrictions that lapse in four equal annual installments beginning one year from the grant date.
  - (3) All these options were exercisable as of the trade date.
  - (4) Granted at no cost to the reporting person.
  - (5) These time-vesting options are exercisable in four equal annual installments beginning one year from the grant date.

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.