

PICKARD FRANK C III
Form 4
October 05, 2010

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
PICKARD FRANK C III

(Last) (First) (Middle)

105 CORPORATE CENTER BLVD

(Street)

GREENSBORO, NC 27408

(City) (State) (Zip)

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

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

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

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

VP and Treasurer

6. Individual or Joint/Group Filing(Check
Applicable Line)
X Form filed by One Reporting Person
____ Form filed by More than One Reporting
Person

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	(A) or (D)	Price		
Common Stock	10/04/2010		M		20,000	A	\$ 40.9	31,162	D
Common Stock	10/04/2010		S		6,200	D	\$ 81.25	24,962	D
Common Stock	10/04/2010		S		200	D	\$ 81.255	24,762	D
Common Stock	10/04/2010		S		900	D	\$ 81.2567	23,862	D
Common Stock	10/04/2010		S		2,300	D	\$ 81.2578	21,562	D

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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.

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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,	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)
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Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
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Non-Qualified Stock Option (right to buy)

\$ 40.9

10/04/2010

M

20,000

02/15/2003

Expiration
Date

Title

Common
Stock

Am
or
Nun
of S

Relationships

Reporting Owner Name / Address

Director

10% Owner

Officer

Other

PICKARD FRANK C III
105 CORPORATE CENTER BLVD
GREENSBORO, NC 27408

VP and Treasurer

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

10/05/2010

****Signature of Reporting Person**

Date _____

* 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.

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