

QUICK MARK  
Form 4  
May 17, 2011

**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 \*  
**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.  
  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
05/13/2011

\_\_\_\_ Director  
 Officer (give title below)  
\_\_\_\_ 10% Owner  
\_\_\_\_ Other (specify below)  
Vice Chairman

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)	(A) or (D)	Price	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)
Common Stock	05/13/2011		S	10,000	D	\$ 106.0037	47,299	D	
Common Stock	05/13/2011		M	4,800	A	\$ 18.41	52,099	D	
Common Stock	05/13/2011		D	834	D	\$ 18.41	51,265	D	
Common Stock	05/13/2011		F	1,446	D	\$ 0	49,819	D	
Common Stock	05/13/2011		M	4,000	A	\$ 22.63	53,819	D	

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Common Stock	05/13/2011	D	854	D	\$ 22.63	52,965	D
Common Stock	05/13/2011	F	1,147	D	\$ 0	51,818	D
Common Stock	05/13/2011	M	6,000	A	\$ 30.71	57,818	D
Common Stock	05/13/2011	D	1,739	D	\$ 30.71	56,079	D
Common Stock	05/13/2011	F	1,554	D	\$ 0	54,525	D
Common Stock	05/13/2011	M	6,000	A	\$ 13.65	60,525	D
Common Stock	05/13/2011	D	773	D	\$ 13.65	59,752	D
Common Stock	05/13/2011	F	1,906	D	\$ 0	57,846	D
Common Stock	05/13/2011	M	8,807	A	\$ 38.395	66,653	D
Common Stock	05/13/2011	D	3,192	D	\$ 38.395	63,461	D
Common Stock	05/13/2011	F	2,047	D	\$ 0	61,414 <sup>(1)</sup>	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
Stock Appreciation	\$ 18.41	05/13/2011		M	4,800	02/19/2007	02/19/2014	Common Stock	4,800

Right

Stock

Appreciation Right	\$ 22.63	05/13/2011	M	4,000	02/01/2008	02/01/2015	Common Stock	4,000
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Stock

Appreciation Right	\$ 30.71	05/13/2011	M	6,000	03/15/2009	03/15/2016	Common Stock	6,000
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Stock

Appreciation Right	\$ 13.65	05/13/2011	M	6,000	03/15/2010	03/15/2017	Common Stock	6,000
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Stock

Appreciation Right	\$ 38.395	05/13/2011	M	8,807	03/15/2011	03/15/2018	Common Stock	8,807
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Stock

Appreciation Right	\$ 31.24				06/01/2008	06/01/2015	Common Stock	12,000
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Stock

Appreciation Right	\$ 81.23				03/15/2012	03/15/2019	Common Stock	16,420
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## 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

05/17/2011

\*\*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 1,471 shares of restricted stock, 43,555 restricted stock units and 2,166 shares held through a 401(k) plan account as of March 31, 2011.
- (2) Not applicable.

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