

QUICK MARK  
Form 4  
March 15, 2010

**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)  
03/11/2010

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ 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)	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	03/11/2010		M		14,400	A	\$ 18.41	88,366	D
Common Stock	03/11/2010		D		6,871	D	\$ 18.41	81,495	D
Common Stock	03/11/2010		F		1,992	D	\$ 0	79,503	D
Common Stock	03/12/2010		M		12,750	A	\$ 11.7133	92,253	D
Common Stock	03/12/2010		S		30,000	D	\$ 38.6699	62,253	D

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Common Stock 03/15/2010 S 11,914 D \$ 38.567 50,339 <sup>(1)</sup> D

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

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**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
Stock Appreciation Right	\$ 18.41	03/11/2010		M	14,400	02/19/2007 02/19/2014	Common Stock	14,400
Stock Options (Right to Buy)	\$ 11.7133	03/12/2010		M	12,750	09/11/2007 02/24/2013	Common Stock	12,750
Stock Appreciation Right	\$ 22.63					02/01/2008 02/01/2015	Common Stock	20,000
Stock Appreciation Right	\$ 31.24					06/01/2008 06/01/2015	Common Stock	30,000
Stock Appreciation Right	\$ 30.71					03/15/2009 03/15/2016	Common Stock	30,000
Stock Appreciation Right	\$ 13.65					03/15/2010 03/15/2017	Common Stock	30,000
Stock Options (Right to Buy)	\$ 22.1733					09/11/2007 02/23/2014	Common Stock	24,000
	\$ 25.77					03/08/2006 03/08/2015		24,000

Stock  
Options  
(Right to  
Buy)

Common  
Stock

## 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

03/15/2010

\_\_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, 46,280 restricted stock units and 2,059 shares held through a 401(k) plan account as of December 31, 2009.
- (2) Not applicable.

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