

GOLD ALAN J  
Form 4  
December 18, 2009

**FORM 4**

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

OMB APPROVAL

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**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 \*  
GOLD ALAN J

(Last) (First) (Middle)  
2280 N. GREENVILLE AVE.  
(Street)  
RICHARDSON, TX 75082

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
FOSSIL INC [FOSL]

3. Date of Earliest Transaction  
(Month/Day/Year)  
12/15/2009

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 below)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			
Common Stock	12/15/2009		M	4,500 A \$ 13.56	19,750	D	
Common Stock	12/15/2009		S	4,500 D \$ 33	15,250	D	
Common Stock	12/18/2009		G <sup>(2)</sup>	V 2,500 D \$ 0	12,750	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 Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Stock Options (Right to Buy)	\$ 13.56	12/15/2009		M	4,500	01/01/2004 01/01/2013	Common Stock	4,500
Stock Options (Right to Buy)	\$ 18.7533					01/01/2005 01/01/2014	Common Stock	6,000
Stock Options (Right to Buy)	\$ 25.64					01/01/2006 01/01/2015	Common Stock	4,000
Stock Options (Right to Buy)	\$ 21.66					01/01/2007 01/01/2016	Common Stock	4,000
Stock Options (Right to Buy)	\$ 22.74					01/01/2008 01/01/2017	Common Stock	4,000
Stock Options (Right to Buy)	\$ 42.76					01/01/2009 01/01/2018	Common Stock	4,000
Stock Options (Right to Buy)	\$ 16.415					01/01/2010 01/01/2019	Common Stock	6,000

