

QUICK MARK  
Form 4  
March 17, 2010

**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 \*  
**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.

3. Date of Earliest Transaction (Month/Day/Year)  
03/15/2010

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

(Street)  
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 Ownership (Instr. 4)
			Code	V Amount (D) Price			
Common Stock	03/15/2010		F	2,626 D \$ 0	47,713 <sup>(1)</sup>	D	
Common Stock <sup>(2)</sup>	03/15/2010		A	13,104 <sup>(3)</sup> A \$ 0	60,817 <sup>(4)</sup>	D	
Common Stock <sup>(2)</sup>	03/15/2010		A	3,517 <sup>(5)</sup> A \$ 0	64,334 <sup>(6)</sup>	D	

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

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number.

**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)
				Code V	(A) (D)	Date Exercisable Expiration Date	Title
Stock Appreciation Right	\$ 38.395	03/15/2010		A	26,419	03/15/2011 <sup>(3)</sup> 03/15/2018	Common Stock 20
Stock Appreciation Right	\$ 18.41					02/19/2007 02/19/2014	Common Stock 4
Stock Appreciation Right	\$ 22.63					02/01/2008 02/01/2015	Common Stock 20
Stock Appreciation Right	\$ 31.24					06/01/2008 06/01/2015	Common Stock 30
Stock Appreciation Right	\$ 30.71					03/15/2009 03/15/2016	Common Stock 30
Stock Appreciation Right	\$ 13.65					03/15/2010 03/15/2017	Common Stock 30
Stock Options (Right to Buy)	\$ 22.1733					09/11/2007 02/23/2014	Common Stock 20
Stock Options (Right to Buy)	\$ 25.77					03/08/2006 03/08/2015	Common Stock 20

## Reporting Owners

Reporting Owner Name / Address

Relationships

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Director    10% Owner    Officer    Other

QUICK MARK  
2280 N. GREENVILLE AVE.  
RICHARDSON, TX 75082

Vice Chairman

## Signatures

/s/ Randy S. Hyne,  
Attorney-in-Fact

03/17/2010

\_\_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, 39,080 restricted stock units and 2,059 shares held through a 401(k) plan account as of December 31, 2009.
- (2) Restricted Stock Units
- (3) Exercisable as to 1/3 on 3/15/11; as to 1/3 on 3/15/12; and as to 1/3 on 3/15/13, cumulatively.
- (4) After giving effect to the grant of restricted stock units reported herein, includes 2,000 shares of restricted stock, 52,184 restricted stock units and 2,059 shares held through a 401(k) plan account as of December 31, 2009.
- (5) Exercisable as to 50% on 3/15/11; and as to 50% on 3/15/12, cumulatively.
- (6) After giving effect to the grant of restricted stock units reported herein, includes 2,000 shares of restricted stock, 55,701 restricted stock units and 2,059 shares held through a 401(k) plan account as of December 31, 2009.
- (7) Not applicable.

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.