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PRITCHAR	RD JENNIFER												
Form 4	010												
March 17, 2	ЛЛ	ST A TES	SECH	DITIE	6	ND EV	СП	NCE C	OMMISSION		PROVAL		
	UNITED	SIAIES				AND EX , D.C. 2		ANGE C	UNINIISSION	OMB Number:	3235-0287		
Check this box if no longer subject to Section 16. Form 4 or		TATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES									January 31, 2005 werage rs per		
Form 4 Form 5 obligation may corn See Insta 1(b).	Filed pur ons htinue. Section 17((a) of the	Public U	tility I	Hol	ding Co	mpar	•	Act of 1934, 1935 or Section	response	0.5		
(Print or Type	Responses)												
1. Name and Address of Reporting Person <u>*</u> PRITCHARD JENNIFER			2. Issuer Name and Ticker or Trading Symbol FOSSIL INC [FOSL]						5. Relationship of Reporting Person(s) to Issuer				
(Last)			-	ransaction			(Check all applicable)						
, , ,	(First) (Middle) E.	(Month/I 03/15/2	Day/Yea		Tansaction	I		Director X Officer (give t below) Divisi		Owner er (specify		
	(Street)		4. If Ame Filed(Mo			ate Origin r)	al		6. Individual or Joi Applicable Line) _X_ Form filed by O Form filed by Mo	ne Reporting Pe	rson		
	SON, TX 75082	(7)							Person				
(City)	(State)	(Zip)	Tab	le I - No	on-l			_	iired, Disposed of,		ly Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution any		Code (Instr.	3. 4. Securities Acquired (A) 5. Amount of 6. 7. Nature Transactionor Disposed of (D) Securities Ownership Indirect Code (Instr. 3, 4 and 5) Beneficially Form: Beneficially (Instr. 8) Owned Direct (D) Ownership (A) Reported (I) (A) Transaction(s) (Instr. 4)		Beneficial Ownership						
Common					V	Amount	(D)	Price	(Instr. 3 and 4)				
Stock	03/15/2010			F		874	D	\$ 0	25,126 <u>(1)</u>	D			
Common Stock (2)	03/15/2010			А		8,296 (3)	А	\$0	33,422 <u>(4)</u>	D			
Common Stock (2)	03/15/2010			А		3,074 (5)	А	\$0	36,496 <u>(6)</u>	D			
Common Stock	03/15/2010			М		3,000	А	\$ 30.71	39,496	D			
Common Stock	03/15/2010			D		2,400	D	\$ 30.71	37,096	D			

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Common Stock	03/15/2010	F	159	D	\$ 0	36,937	D
Common Stock	03/15/2010	М	4,800	А	\$ 13.65	41,737	D
Common Stock	03/15/2010	D	1,707	D	\$ 13.65	40,030	D
Common Stock	03/15/2010	F	818	D	\$ 0	39,212	D
Common Stock	03/16/2010	S	2,716	D	\$ 38.8302	36,496	D
Common Stock	03/17/2010	S	2,426	D	\$ 38.8678	34,070 <u>(7)</u>	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.

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. Transactio Code (Instr. 8)	5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and . Underlying S (Instr. 3 and
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title
Stock Appreciation Right	\$ 38.395	03/15/2010		А	16,725		03/15/2011(3)	03/15/2018	Common Stock
Stock Appreciation Right	\$ 30.71	03/15/2010		М		3,000	03/15/2009	03/15/2016	Common Stock
Stock Appreciation Right	\$ 13.65	03/15/2010		М		4,800	03/15/2010	03/15/2017	Common Stock
Stock Appreciation Right	\$ 19.15						09/05/2007	09/05/2014	Common Stock
Stock Appreciation	\$ 31.24						06/01/2008	06/01/2015	Common Stock

Right

Reporting Owners

Reporting Owner Name / Address

Relationships

Other

PRITCHARD JENNIFER 2280 N. GREENVILLE AVE. RICHARDSON, TX 75082

Divisional President

Signatures

/s/ Randy S. Hyne, Attorney-in-Fact 03/17/2010

**Signature of Reporting Person

Date

10% Owner

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

Director

- ** 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 22,700 restricted stock units.
- (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 30,996 restricted stock units.
- (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 34,070 restricted stock units.
- (7) Consists of 34,070 restricted stock units.
- (8) 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.