

COTY INC.

Form 4

August 29, 2016

FORM 4
UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

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

OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person *
JAB Cosmetics B.V.

2. Issuer Name **and** Ticker or Trading
Symbol
COTY INC. [COTY]

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

(Last) (First) (Middle)
OUDEWEG 147,
(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
08/25/2016

____ Director ____X____ 10% Owner
____ Officer (give title below) ____ Other (specify below)

4. If Amendment, Date Original
Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check
Applicable Line)
____ Form filed by One Reporting Person
__X__ Form filed by More than One Reporting
Person

HAARLEM, P7 2031 CC

(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)
Class A Common Stock, par value \$0.01 per share	08/25/2016		P	175,000 (1)	\$ 27.8678 (2)	8,355,671	D
Class A Common Stock, par value \$0.01 per share	08/26/2016		P	162,932 (1)	\$ 27.3627 (3)	8,518,603	D

Class A Common Stock, par value	08/26/2016	P	12,068 (1)	A	\$ 27.7441 (4)	8,530,671	D
\$0.01 per share							

Class A Common Stock, par value	08/29/2016	P	175,000 (1)	A	\$ 27.7334 (5)	8,705,671	D
\$0.01 per share							

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

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SEC 1474
(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)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Report Transaction (Instr. 6)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
JAB Cosmetics B.V. OUDEWEG 147 HAARLEM, P7 2031 CC	X
Agnaten SE ROOSEVELTPLATZ 4-5 TOP 10 VIENNA, C4 A-1090	X

Lucrecia SE
ROOSEVELTPLATZ 4-5
TOP 10
VIENNA, C4 A-1090

X

JAB Holdings B.V.
OUDEWEG 147
HAARLEM, P7 2031 CC

X

Signatures

/s/ Joachim Creus and /s/ Markus Hopmann as Managing Directors 08/29/2016

__Signature of Reporting Person

Date

/s/ Joachim Creus and /s/ Markus Hopmann as Authorized Representatives 08/29/2016

__Signature of Reporting Person

Date

/s/ Constantin Thun-Hohenstein and /s/ Dietmar Guetter as Authorized Representatives 08/29/2016

__Signature of Reporting Person

Date

/s/ Joachim Creus and /s/ Markus Hopmann as Managing Directors 08/29/2016

__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) Purchases made pursuant to a written plan under Rule 10b5-1 of the Securities Exchange Act of 1934, as amended (the "Exchange Act") and in accordance with Rule 10b-18 of the Exchange Act.

- (2) The shares were purchased in multiple transactions on August 25, 2016 at actual purchase prices ranging from \$27.47 to \$28.31 per share, exclusive of any fees, commissions or other expenses. The price reported reflects the weighted average purchase price for the transactions. The reporting persons undertake to provide upon request by the SEC staff, the issuer or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.

- (3) The shares were purchased in multiple transactions on August 26, 2016 at actual purchase prices ranging from \$26.73 to \$27.72 per share, exclusive of any fees, commissions or other expenses. The price reported reflects the weighted average purchase price for the transactions. The reporting persons undertake to provide upon request by the SEC staff, the issuer or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.

- (4) The shares were purchased in multiple transactions on August 26, 2016 at actual purchase prices ranging from \$27.73 to \$27.76 per share, exclusive of any fees, commissions or other expenses. The price reported reflects the weighted average purchase price for the transactions. The reporting persons undertake to provide upon request by the SEC staff, the issuer or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.

- (5) The shares were purchased in multiple transactions on August 29, 2016 at actual purchase prices ranging from \$27.38 to \$27.97 per share, exclusive of any fees, commissions or other expenses. The price reported reflects the weighted average purchase price for the transactions. The reporting persons undertake to provide upon request by the SEC staff, the issuer or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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