

TIFFANY &amp; CO

Form 4

September 06, 2007

**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 \*  
QUINN JAMES E

(Last) (First) (Middle)

TIFFANY & CO., 727 FIFTH  
AVENUE

(Street)

NEW YORK, NY 10022

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
TIFFANY & CO [TIF]

3. Date of Earliest Transaction  
(Month/Day/Year)  
09/04/2007

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)

PRESIDENT

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<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired (A)<br>or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Ownership<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|---|---|--------------------------------------|---|--|---|--|
| Common<br>Stock \$.01<br>Par          | 09/04/2007                              |   | M                                    | 25,000  | A \$<br>14.9766  | 32,000  | D  |
| Common<br>Stock \$.01<br>Par          | 09/04/2007                              |   | S                                    | 21,600<br>(1)   | D \$ 52  | 10,400  | D  |
| Common<br>Stock \$.01<br>Par          | 09/04/2007                              |   | S                                    | 200   | D \$ 52.05   | 10,200  | D  |
| Common<br>Stock \$.01                 | 09/04/2007                              |   | S                                    | 500   | D \$ 52.06   | 9,700   | D  |

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|             |            |   |       |   |          |         |   |  |
|-------------|------------|---|-------|---|----------|---------|---|--|
| Par         |            |   |       |   |          |         |   |  |
| Common      |            |   |       |   |          |         |   |  |
| Stock \$.01 | 09/04/2007 | S | 400   | D | \$ 52.02 | 9,300   | D |  |
| Par         |            |   |       |   |          |         |   |  |
| Common      |            |   |       |   |          |         |   |  |
| Stock \$.01 | 09/04/2007 | S | 1,100 | D | \$ 52.07 | 8,200   | D |  |
| Par         |            |   |       |   |          |         |   |  |
| Common      |            |   |       |   |          |         |   |  |
| Stock \$.01 | 09/04/2007 | S | 300   | D | \$ 52.03 | 7,900   | D |  |
| Par         |            |   |       |   |          |         |   |  |
| Common      |            |   |       |   |          |         |   |  |
| Stock \$.01 | 09/04/2007 | S | 300   | D | \$ 52.08 | 7,600   | D |  |
| Par         |            |   |       |   |          |         |   |  |
| Common      |            |   |       |   |          |         |   |  |
| Stock \$.01 | 09/04/2007 | S | 600   | D | \$ 52.11 | 7,000   | D |  |
| Par         |            |   |       |   |          |         |   |  |
| Common      |            |   |       |   |          |         |   |  |
| Stock \$.01 |            |   |       |   |          | 31,000  | I | By Spouse  |
| Par         |            |   |       |   |          |         |   |  |
| Common      |            |   |       |   |          |         |   |  |
| Stock \$.01 |            |   |       |   |          | 4,000   | I | By<br>custodian<br>for son<br>under<br>UGMA <sup>(2)</sup>         |
| Par         |            |   |       |   |          |         |   |  |
| Common      |            |   |       |   |          |         |   |  |
| Stock \$.01 |            |   |       |   |          | 4,000   | I | By<br>custodian<br>for<br>daughter<br>under<br>UGMA <sup>(3)</sup> |
| Par         |            |   |       |   |          |         |   |  |
| Common      |            |   |       |   |          |         |   |  |
| Stock \$.01 |            |   |       |   |          | 135.933 | I | By ESOP  |
| Par         |            |   |       |   |          |         |   |  |

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<br>Derivative<br>Security | 2. Conversion<br>or Exercise | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any | 4. Transaction<br>Code | 5. Number of<br>Derivative<br>Securities | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |
|---------------------------------------|------------------------------|---|---|------------------------|--|--|---|
|---------------------------------------|------------------------------|---|---|------------------------|--|--|---|

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| (Instr. 3)                                       | Price of<br>Derivative<br>Security | (Month/Day/Year) | (Instr. 8) | Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | Code | V | (A) | (D)    | Date<br>Exercisable | Expiration<br>Date | Title           | Amount<br>or<br>Number<br>of Shares |
|--|------------------------------------|------------------|------------|--|------|---|-----|--------|---------------------|--------------------|-----------------|-------------------------------------|
| Employee<br>Stock<br>Option<br>(Right to<br>Buy) | \$ 14.9766                         | 09/04/2007       |            |  | M    |   |     | 25,000 | <u>(4)</u>          | 01/21/2009         | Common<br>Stock | 25,000                              |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |           |       |
|--|---------------|-----------|-----------|-------|
|  | Director      | 10% Owner | Officer   | Other |
| QUINN JAMES E<br>TIFFANY & CO.<br>727 FIFTH AVENUE<br>NEW YORK, NY 10022 | X             |           | PRESIDENT |       |

## Signatures

/s/ James E.  
Quinn

09/06/2007

\_\_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) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on June 11, 2007.
- (2) Shares held by Catherine A. Quinn (sister of reporting person) as Custodian for reporting person's son under UGMA.
- (3) Shares held by Catherine A. Quinn (sister of reporting person) as Custodian for reporting person's daughter under UGMA.
- (4) Options granted under 16(b) Plan on January 21, 1999. The option vested in four equal installments on January 21, 2000, 2001, 2002 and 2003.

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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