

Holtz Curtis A.
Form 4
February 11, 2019

FORM 4

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person *
Holtz Curtis A.

2. Issuer Name and Ticker or Trading Symbol
V F CORP [VFC]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
105 CORPORATE CENTER BLVD
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
02/08/2019

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
Vice President & Group Pres.

GREENSBORO, NC 27408

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	02/08/2019		M	14,535 A \$ 56.79	61,433.187	D	
Common Stock	02/08/2019		S	14,535 D \$ 85.75	46,898.187	D	
Common Stock	02/08/2019		M	10,391 A \$ 53.47	57,289.187	D	
Common Stock	02/08/2019		S	10,391 D \$ 85.75	46,898.187	D	
Common Stock					672.919	I	By Trust (1)

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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 Security (Instr. 3 and 4)	Amount or Number of Shares
2014 Non-qualified Stock Option (Right to Buy)	\$ 56.79	02/08/2019		M	14,535	<u>(2)</u> 02/18/2024	Common Stock	14,535
2017 Non-qualified Stock Option (Right to Buy)	\$ 53.47	02/08/2019		M	10,391	<u>(3)</u> 02/21/2027	Common Stock	10,391
Phantom Stock <u>(4)</u>	<u>(5)</u>	02/08/2019		I	911.52	<u>(6)</u> <u>(6)</u>	Common Stock	911.52

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Holtz Curtis A. 105 CORPORATE CENTER BLVD GREENSBORO, NC 27408			Vice President & Group Pres.	

Signatures

Mark R. Townsend for Curtis A. Holtz (Pursuant to signing authority on file) 02/11/2019

__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).

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- (1) 401(k).
- (2) This option vests as follows: 4,845 shares vest on 02/19/15; 4,845 shares vest on 02/19/16; and 4,845 shares vest on 02/19/17.
- (3) This option vests as follows: 10,391 shares vest on February 22, 2018; 10,390 shares vest on February 22, 2019; and 10,390 shares vest on February 22, 2020.

Represents units of ownership as a participant in the VF Common Stock Fund of the Executive Deferred Savings Plan. Account statements report fund transactions and balances as cash amounts, so the number of units of phantom stock reported as sold and the

- (4) number reported as beneficially owned following the transaction are based on the 02/08/2019 account values divided by the 02/08/2019 market price. The phantom stock was divested at the election of the Reporting Person at a price equivalent to \$85.87 per share of phantom stock. The disposition of phantom stock was exempt from liability under Rule 16b-3(f).
- (5) 1 for 1
- (6) There is no date that should appear in these columns. See footnote 1 above.

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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