

COTE RICHARD  
Form 4  
April 06, 2018

**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 \*  
COTE RICHARD

2. Issuer Name and Ticker or Trading Symbol  
MOVADO GROUP INC [MOV]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

C/O MOVADO GROUP, INC., 650 FROM ROAD, SUITE 375

3. Date of Earliest Transaction (Month/Day/Year)  
04/04/2018

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

(Street)

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

PARAMUS, NJ 07652

(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	04/04/2018		M		9,198 A \$ 30.36	337,585	D
Common Stock	04/04/2018		S		9,198 D \$ 37.8654 (1)	328,387	D
Common Stock	04/04/2018		M		16,750 A \$ 30.34	345,137	D
Common Stock	04/04/2018		S		16,750 D \$ 37.8654 (1)	328,387	D
	04/04/2018		M		37,600 A \$ 26.59	365,987	D

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Common Stock									
Common Stock	04/04/2018		S	37,600	D	\$ 37.8654 (1)	328,387	D	
Common Stock	04/05/2018		M	13,652	A	\$ 30.36	342,039	D	
Common Stock	04/05/2018		S	13,652	D	\$ 38.6183 (2)	328,387	D	
Common Stock							150,508	I	By trust (3)

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

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(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)	
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option	\$ 30.36	04/04/2018		M	9,198	04/15/2018	05/15/2025	Common Stock	9,198
Employee Stock Option	\$ 30.34	04/04/2018		M	16,750	04/19/2016	04/19/2023	Common Stock	16,750
Employee Stock Option	\$ 26.59	04/04/2018		M	37,600	04/20/2015	04/20/2022	Common Stock	0
Employee Stock Option	\$ 30.36	04/05/2018		M	13,652	04/15/2018	05/15/2025	Common Stock	13,652

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COTE RICHARD C/O MOVADO GROUP, INC., 650 FROM ROAD, SUITE 375 PARAMUS, NJ 07652	X			

## Signatures

/s/ Mitchell C. Sussis,  
attorney-in-fact

04/06/2018

\_\_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).

The price in column 4 is a weighted average price. The 63,548 shares were sold in multiple transactions at prices ranging from \$37.50 to \$38.35, inclusive. The reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.

The price in column 4 is a weighted average price. The 13,652 shares were sold in multiple transactions at prices ranging from \$37.95 to \$39.35, inclusive. The reporting person will provide to the issuer, any security holder of the issuer, or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.

(3) Shares held in trust for the benefit of the reporting person's children in which the reporting person has an indirect pecuniary interest

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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