

CARTERS INC
Form 4
July 30, 2014

FORM 4

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

OMB APPROVAL

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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 *
Evans Lisa

(Last) (First) (Middle)

3438 PEACHTREE ROAD
NE, SUITE1800

(Street)

ATLANTA, GA 30326

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
CARTERS INC [CRI]

3. Date of Earliest Transaction
(Month/Day/Year)
07/28/2014

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)

EVP and Brand Leader

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 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 Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	07/28/2014		M	5,000	A \$ 28.04	35,420	D
Common Stock	07/28/2014		S	5,000	D \$ 77.91 (1)	30,420	D
Common Stock	07/28/2014		M	7,200	A \$ 28.44	37,620	D
Common Stock	07/28/2014		S	7,200	D \$ 77.91 (1)	30,420	D
	07/28/2014		M	2,500	A	32,920	D

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Common Stock						\$ 42.61	
Common Stock	07/28/2014	S	2,500	D		\$ 77.91 <u>(1)</u>	30,420 D
Common Stock	07/28/2014	M	2,000	A		\$ 59.27	32,420 D
Common Stock	07/28/2014	S	2,000	D		\$ 77.91 <u>(1)</u>	30,420 D
Common Stock	07/28/2014	S	4,784	D		\$ 77.79 <u>(3)</u>	25,636 D

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)	8. Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Purchase)	\$ 28.04	07/21/2014		M	5,000	<u>(4)</u>	02/16/2020	Common Stock	5,000
Employee Stock Option (Right to Purchase)	\$ 28.44	07/28/2014		M	7,200	<u>(2)</u>	02/22/2021	Common Stock	7,200
Employee Stock	\$ 42.61	07/28/2014		M	2,500	<u>(2)</u>	02/22/2022	Common Stock	2,500

Option
(Right to
Purchase)

Employee
Stock

Option	\$ 59.27	07/28/2014		M	2,000	(2)	02/20/2023	Common Stock	2,000
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(Right to
Purchase)

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Evans Lisa 3438 PEACHTREE ROAD NE SUITE1800 ATLANTA, GA 30326				EVP and Brand Leader

Signatures

/s/Irina Braude, Attorney-in-Fact for Lisa Evans	07/30/2014
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__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).
- This is a weighted average price. The shares were sold in multiple trade executions at prices ranging from \$77.73 to \$78.14, inclusive.
- (1) Upon request by the Commission staff, the Issuer, or a security holder of the Issuer, the Reporting Person will provide full information regarding the number of shares sold at each separate price.
- (2) These options are exercisable in four equal installments, starting one year from the date of grant.
- This is a weighted average price. The shares were sold in multiple trade executions at prices ranging from \$77.79 to \$77.81, inclusive.
- (3) Upon request by the Commission staff, the Issuer, or a security holder of the Issuer, the Reporting Person will provide full information regarding the number of shares sold at each separate price.
- (4) These options are fully exercisable.

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.