

MAY PETER W  
Form 4  
February 24, 2012

**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 \*  
MAY PETER W

(Last) (First) (Middle)

C/O TRIAN FUND  
MANAGEMENT, L.P., 280 PARK  
AVENUE, 41ST FLOOR

(Street)

NEW YORK, NY 10017

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/22/2012

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)

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 Indirect Beneficial Ownership (Instr. 4) |           |                                      |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|-----------|--------------------------------------|
|                                 |                                      |  |                                | Code V  | Amount  | (A) or (D)   | Price   |           |                                      |
| Common Stock                    | 02/22/2012                           |  | S                              | 288,636<br>(1)  | D   | \$ 64.6702<br>(1)  | 4,189,207   | I (2) (3) | Please see explanation below (2) (3) |
| Common Stock                    | 02/22/2012                           |  | S                              | 50,000<br>(4)   | D   | \$ 65.479<br>(4)   | 4,139,207   | I (2) (3) | Please see explanation below (2) (3) |
| Common Stock                    | 02/23/2012                           |  | S                              | 850,000<br>(5)  | D   | \$ 64.6159<br>(5)  | 3,289,207   | I (2) (3) | Please see explanation below (2) (3) |
| Common Stock                    | 02/24/2012                           |  | S                              | 130,400   | D   | \$   | 3,158,807   | I (2) (3) | Please see                           |

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|                 |            |            |       |                             |
|-----------------|------------|------------|-------|-----------------------------|
| Stock           | <u>(6)</u> | 64,8658    |       | explanation                 |
|                 |            | <u>(6)</u> |       | below <u>(2)</u> <u>(3)</u> |
| Common<br>Stock |            |            | 4,151 | D <u>(2)</u> <u>(3)</u>     |

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<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and<br>Amount of<br>Underlying<br>Securities<br>(Instr. 3 and 4) | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Nu<br>Deriv<br>Secur<br>Bene<br>Own<br>Follo<br>Repo<br>Trans<br>(Instr |
|---|--|---|---|--------------------------------------|--|--|---|---|--|
|---|--|---|---|--------------------------------------|--|--|---|---|--|

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |                        |
|---|---------------|-----------|---------|------------------------|
|   | Director      | 10% Owner | Officer | Other                  |
| MAY PETER W<br>C/O TRIAN FUND MANAGEMENT, L.P.<br>280 PARK AVENUE, 41ST FLOOR<br>NEW YORK, NY 10017 | X             |           |         |                        |
| Trian Fund Management, L.P.<br>280 PARK AVENUE, 41ST FLOOR<br>NEW YORK, NY 10017                    | X             |           |         | less than 10%<br>owner |

## Signatures

|  |            |
|--|------------|
| Stuart I. Rosen, Attorney-In-Fact Peter W. May   | 02/24/2012 |
| **Signature of Reporting Person  | Date       |
| Stuart I. Rosen, Attorney-In-Fact for Peter W. May, member of the general partner of Trian Fund Management, L.P. | 02/24/2012 |

## 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 price shown in Column 4 is a weighted average sale price. The price range for the sales is \$64.46 to \$64.995. The Reporting Persons undertake to provide upon request by the staff of the Securities and Exchange Commission, the Issuer or a security holder of the Issuer, full information regarding the number of shares sold at each separate price.

(2) Trian Fund Management, L.P. ("Trian Management") serves as the management company for Trian Partners, L.P. ("Trian Onshore"), Trian Partners Master Fund, L.P. ("Trian Offshore") and Trian Partners Parallel Fund I, L.P. ("Parallel Fund I" and collectively, the "Trian Entities"), and as such determines the investment and voting decisions of the Trian Entities with respect to the shares of the Issuer held by them. Mr. May is a member of Trian Fund Management GP, LLC, which is the general partner of Trian Management, and therefore is in a position to determine the investment and voting decisions made by Trian Management on behalf of the Trian Entities.

(3) (FN 2, contd.) Accordingly, Mr. May may be deemed to indirectly beneficially own (as that term is defined in Rule 13d-3 under the Securities Exchange Act of 1934) the shares beneficially owned by the Trian Entities. The Reporting Persons disclaim beneficial ownership of such shares except to the extent of their respective pecuniary interests therein and this report shall not be deemed an admission that the Reporting Persons are the beneficial owner of such securities for purposes of Section 16 or for any other purpose. Mr. May is a director of the Issuer.

(4) The price shown in Column 4 is a weighted average sale price. The price range for the sales is \$65.00 to \$65.74. The Reporting Persons undertake to provide upon request by the staff of the Securities and Exchange Commission, the Issuer or a security holder of the Issuer, full information regarding the number of shares sold at each separate price.

(5) The price shown in Column 4 is a weighted average sale price. The price range for the sales is \$64.40 to \$65.03. The Reporting Persons undertake to provide upon request by the staff of the Securities and Exchange Commission, the Issuer or a security holder of the Issuer, full information regarding the number of shares sold at each separate price.

(6) The price shown in Column 4 is a weighted average sale price. The price range for the sales is \$64.65 to \$65.07. The Reporting Persons undertake to provide upon request by the staff of the Securities and Exchange Commission, the Issuer or a security holder of the Issuer, full information regarding the number of shares sold 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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