

Koback-Pursel Gretchen  
Form 4  
March 19, 2019

**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

OMB  
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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Koback-Pursel Gretchen

(Last) (First) (Middle)

TIFFANY & CO., 200 FIFTH  
AVENUE

(Street)

NEW YORK, NY 10010

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol

TIFFANY & CO [TIF]

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

03/15/2019

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

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

Senior Vice President

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_X\_\_ 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)
Common Stock \$.01 Par	03/15/2019		M	277 A <u>(1)</u>	1,400	D	
Common Stock \$.01 Par	03/15/2019		M	11 A <u>(2)</u>	1,411	D	
Common Stock \$.01 Par	03/15/2019		F	95 <u>(3)</u> D \$ 96.405	1,316	D	
Common Stock \$.01	03/16/2019		M	427 A <u>(4)</u>	1,743	D	

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Par									
Common Stock \$.01 Par	03/16/2019	F	145 <sup>(3)</sup>	D	\$ 96.88	1,598	D		
Common Stock \$.01 Par	03/18/2019	M	352	A	<u>(5)</u>	1,950	D		
Common Stock \$.01 Par	03/18/2019	F	117 <sup>(3)</sup>	D	\$ 96.88	1,833	D		
Common Stock \$.01 Par						848	I	By 401(K)	
Common Stock \$.01 Par						412	I	By ESOP	

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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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. Price of Derivative Security (Instr. 3)		
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Restricted Stock Units	(1)	03/15/2019		M		277		(1)	(1)	Common Stock \$.01 Par	277	\$
Dividend Equivalent Units	(2)	03/15/2019		M		11		(2)	(2)	Common Stock \$.01 Par	11	\$
	(4)	03/16/2019		M		427		(4)	(4)		427	\$

Restricted Stock Units								Common Stock \$.01 Par		
Restricted Stock Units	(5)	03/18/2019		M	352	(5)	(5)	Common Stock \$.01 Par	352	\$

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Koback-Pursel Gretchen TIFFANY & CO. 200 FIFTH AVENUE NEW YORK, NY 10010			Senior Vice President	

## Signatures

/s/ Catherine W.H. So,  
Attorney-in-Fact

03/19/2019

\_\_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).
- (1) The restricted stock units convert to the issuer's common stock on a one-for-one basis and will vest in four equal annual installments on March 15, 2018, 2019, 2020 and 2021.
- (2) Settlement of dividend equivalent units in connection with vesting of restricted stock units. The dividend equivalent units accrued when and as dividends were paid on the issuer's common stock and vested proportionately with the restricted stock units to which they relate. The dividend equivalent units convert to the issuer's common stock on a one-for-one basis.
- (3) Shares withheld to cover taxes on vested restricted stock units pursuant to issuer's default equity vesting procedures.
- (4) The restricted stock units convert to the issuer's common stock on a one-for-one basis and will vest in four equal annual installments on March 16, 2017, 2018, 2019 and 2020.
- (5) The restricted stock units convert to the issuer's common stock on a one-for-one basis and will vest in four equal annual installments on March 18, 2016, 2017, 2018 and 2019.

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.