Koback-Pursel Gretchen Form 4 March 19, 2019

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

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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 See Instruction

30(h) of the Investment Company Act of 1940

1(b).

(Print or Type Responses)

,									
1. Name and Address of Reporting Person ** Koback-Pursel Gretchen				C	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
(Last) (First) (Middle)		3. Date of	Earliest Ti	ransaction					
(Month/Day/Year) ANY & CO., 200 FIFTH 03/15/2019 NUE					Director 10% Owner X Officer (give title Other (specibelow) Senior Vice President				
(Street)			4. If Amendment, Date Original			6. Individual or Joint/Group Filing(Check			
K, NY 10010	F	Filed(Mon	nth/Day/Year	c)	•				
(State)	(Zip)	Tabl	e I - Non-I	Derivative Securities Acq	uired, Disposed of	, or Beneficiall	y Owned		
	Execution I any	Date, if	3. Transaction Code (Instr. 8)	(Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Natur Indirect Benefic Owners (Instr. 4		
	(First) & CO., 200 FIFT (Street) K, NY 10010 (State) 2. Transaction Dat	(First) (Middle) (Street) (Street) (Street) (State) (Zip) 2. Transaction Date (Month/Day/Year) (Month/Day/Year) (Stace) (A. Deeme (Execution In any)	rsel Gretchen Symbol TIFFAN (First) (Middle) 3. Date of (Month/D & CO., 200 FIFTH 03/15/20 (Street) 4. If Ame Filed(Month, NY 10010 (State) (Zip) Tabl 2. Transaction Date 2A. Deemed (Month/Day/Year) Execution Date, if	Symbol TIFFANY & CO (First) (Middle) 3. Date of Earliest Tr (Month/Day/Year) & CO., 200 FIFTH 03/15/2019 (Street) 4. If Amendment, Da Filed(Month/Day/Year) K, NY 10010 (State) (Zip) Table I - Non-I 2. Transaction Date 2A. Deemed 3. (Month/Day/Year) Execution Date, if Transaction any Code	Symbol TIFFANY & CO [TIF] (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) & CO., 200 FIFTH 03/15/2019 (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) K, NY 10010 (State) (Zip) Table I - Non-Derivative Securities Acquired (Month/Day/Year) Execution Date, if Transaction(A) or Disposed of (D) (Code (Instr. 3, 4 and 5)	Symbol TIFFANY & CO [TIF] (Chec (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) Director Officer (give below) Senio (Street) 4. If Amendment, Date Original 6. Individual or Jone Filed(Month/Day/Year) K, NY 10010 (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of (Month/Day/Year) Table I - Non-Derivative Securities Acquired, Disposed of (D) any Code (Instr. 3, 4 and 5) (Month/Day/Year) Generative Securities Symbol (Chec (Month/Day/Year) (Securities (Chec (Cy) (Securities (Code) (Individual or Jone (Applicable Line) (X, Form filed by Month/Day/Year) (State) (State) (State) (Chec (Month/Day/Year) (Selow) (Securities (Chec (Chec (Individual or Jone (Chec (Individual or Jone (Chec (Individual or Jone (Ind	Symbol TIFFANY & CO [TIF] (Check all applicable) (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) (Month/Day/Year) (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficiall 2. Transaction Date (Month/Day/Year) (Month/Day/Year) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficiall 2. Transaction Date (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Instr. 3, 4 and 5) (Month/Day/Year) (Instr. 4)		

1.Title of Security (Instr. 3)	2. Transaction Date 2A. Deemed (Month/Day/Year) Execution Date, if any (Month/Day/Year)		3. Transaction Code (Instr. 8)	4. Securi on(A) or D (Instr. 3,	ispose	d of (D)	5. Amount of Securities Beneficially Owned	6. Ownership Form: Direct (D) or	Ownership
			Code V	Amount	(A) or (D)	Price	Following Reported Transaction(s) (Instr. 3 and 4)	Indirect (I) (Instr. 4)	(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 (3)	D	\$ 96.405	1,316	D	
Common Stock \$.01	03/16/2019		M	427	A	<u>(4)</u>	1,743	D	

Par								
Common Stock \$.01 Par	03/16/2019	F	145 (3)	D	\$ 96.88	1,598	D	
Common Stock \$.01 Par	03/18/2019	M	352	A	(5)	1,950	D	
Common Stock \$.01 Par	03/18/2019	F	117 (3)	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.

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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. Transacti Code (Instr. 8)		6. Date Exer Expiration D (Month/Day)	ate	7. Title and A Underlying S (Instr. 3 and	Securities	8. Prio Derive Secur (Instr.
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Restricted Stock Units	<u>(1)</u>	03/15/2019		M	277	<u>(1)</u>	<u>(1)</u>	Common Stock \$.01 Par	277	\$
Dividend Equivalent Units	(2)	03/15/2019		M	11	(2)	(2)	Common Stock \$.01 Par	11	\$
	<u>(4)</u>	03/16/2019		M	427	<u>(4)</u>	<u>(4)</u>		427	\$

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

Reporting Owners

Reporting Owner Name / Address

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).
- 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.
- 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.

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