

TIFFANY & CO  
Form 4  
September 03, 2014

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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 \*  
CANAVAN BETH O

(Last) (First) (Middle)

TIFFANY & CO., 727 FIFTH AVENUE

(Street)

NEW YORK, NY 10022

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
08/29/2014

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)

EXECUTIVE VICE PRESIDENT

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  | (D)  | Price   |
| Common Stock \$01 Par           | 08/29/2014                           |  | M                              |   | 24,750  | A  | \$ 58 61,104  |
| Common Stock \$01 Par           | 08/29/2014                           |  | M                              |   | 4,250   | A  | \$ 63.76 65,354                                       |
| Common Stock \$01 Par           | 08/29/2014                           |  | M                              |   | 17,500  | A  | \$ 60.54 82,854                                       |
| Common Stock \$01               | 08/29/2014                           |  | S                              |   | 46,500  | D  | \$ 36,354 100.95                                      |

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|                              |            |  |   |       |            |              |        |                                 |
|------------------------------|------------|--|---|-------|------------|--------------|--------|---------------------------------|
| Par                          |            |  |   |       | <u>(1)</u> |              |        |                                 |
| Common<br>Stock \$.01<br>Par | 08/29/2014 |  | S | 4,142 | D          | \$<br>100.95 | 32,212 | D                               |
| Common<br>Stock \$.01<br>Par |            |  |   |       |            | <u>(2)</u>   |        |                                 |
| Common<br>Stock \$.01<br>Par |            |  |   |       |            |              | 1      | I BY 401(K)                     |
| Common<br>Stock \$.01<br>Par |            |  |   |       |            |              | 566    | I BY ESOP                       |
| Common<br>Stock \$.01<br>Par |            |  |   |       |            |              | 750    | I Revocable<br>Trust <u>(3)</u> |

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

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SEC 1474  
(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 of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) | Amount<br>or<br>Number<br>of Shares |        |
|---|--|---|---|--------------------------------------|--|--|---|-------------------------------------|--------|
|   |  |   |   | Code                                 | V (A) (D)  | Date<br>Exercisable  | Expiration<br>Date  | Title                               |        |
| Employee<br>Stock<br>Option<br>(Right to<br>Buy)    | \$ 58  | 08/29/2014                              |   | M                                    | 24,750   | <u>(4)</u>   | 01/20/2021  | Common<br>Stock                     | 24,750 |
| Employee<br>Stock<br>Option<br>(Right to<br>Buy)    | \$ 60.54   | 08/29/2014                              |   | M                                    | 17,500   | <u>(6)</u>   | 01/18/2022  | Common<br>Stock                     | 17,500 |
| Employee<br>Stock<br>Option                         | \$ 63.76   | 08/29/2014                              |   | M                                    | 4,250  | <u>(8)</u>   | 01/16/2023  | Common<br>Stock                     | 4,250  |

(Right to Buy)

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                          |       |
|---|---------------|-----------|--------------------------|-------|
|   | Director      | 10% Owner | Officer                  | Other |
| CANAVAN BETH O<br>TIFFANY & CO.<br>727 FIFTH AVENUE<br>NEW YORK, NY 10022 |               |           | EXECUTIVE VICE PRESIDENT |       |

## Signatures

/s/ Leigh M. Harlan,  
Attorney-in-Fact

09/03/2014

\_\_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 price in Column 4 is a weighted average price. The prices actually received ranged from \$100.85 to \$101.10 per share. The reporting person's broker has provided to the issuer and issuer will provide 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.
  - (2) The price in Column 4 is a weighted average price. The prices actually received ranged from \$100.84 to \$101.06 per share. The reporting person's broker has provided to the issuer and issuer will provide 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) Betty L. and Stewart B. Owen Joint Revocable Trust Agreement u/a 10/16/86. Filing this report shall not be deemed an admission that reporting person is beneficial owner of securities indicated.
  - (4) Options granted under 16(b) Plan on January 20, 2011. The option vests in four equal annual installments on January 20, 2012, 2013, 2014 and 2015.
  - (5) Total grant 33,000 shares. 0 shares previously exercised.
  - (6) Options granted under 16(b) Plan on January 18, 2012. The option vests in four equal installments on January 18, 2013, 2014, 2015 and 2016.
  - (7) Total grant 35,000 shares. 0 shares previously exercised.
  - (8) Options granted under 16(b) Plan on January 16, 2013. The option vests in four equal installments on January 16, 2014, 2015, 2016 and 2017.
  - (9) Total grant 17,000 shares. 0 shares previously exercised.

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