Edgar Filing: HURST ROBERT J/NY - Form 4

HURST ROBER' Form 4	T J/NY										
June 27, 2011											
FORM 4										PPROVAL	
UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549								N OMB Number:	3235-028	87	
Check this box if no longer subject to Section 16. Form 4 or Eorm 5	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES								Estimated burden ho response.	Expires:January 31 200Estimated average burden hours per response0.	
Form 5 obligations may continue. See Instruction 1(b). 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 Respon	nses)										
1. Name and Address of Reporting Person <u>*</u> HURST ROBERT J/NY			2. Issuer Name and Ticker or Trading Symbol V F CORP [VFC]				ading	5. Relationship of Reporting Person(s) to Issuer			
(Last) ((First) (1	Middle) 3. Date of Earliest Transaction					(Check all applicable)				
105 CORPORATE CENTER BLVD			(Month/Day/Year) 06/24/2011					Director 10% Owner Officer (give title Other (specify below)			
(4. If Amendment, Date Original Filed(Month/Day/Year)					 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting 					
GREENSBORO								Person			
(City) ((State)	(Zip)	Tab	le I - Non-I	Derivat	tive Se	curities A	cquired, Disposed	of, or Beneficia	ally Owned	
	ansaction Date th/Day/Year)	2A. Deemo Execution any (Month/Da	Date, if	3. Transactio Code (Instr. 8) Code V	nAcqui Dispo (Instr.	sed of 3, 4 an (<i>A</i> o) or (D) nd 5) A) or	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)	
Reminder: Report on	a separate line	for each cla	ass of secu	urities benef	ficially	owned	l directly o	or indirectly.			
					inf rec dis	ormat quired	tion cont I to respo a currer	pond to the colle ained in this forn ond unless the fo ntly valid OMB co	n are not orm	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	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amount of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	orDerivative	Expiration Date	Underlying Securities
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Acquired (A) or		

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	Derivative Security			Disposed of (D) (Instr. 3, 4, and 5)						
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Phantom Stock-D	(2)	06/24/2011	А		240.156 (1)		(4)	(4)	Common Stock	240.156

Relationshins

Reporting Owners

Reporting Owner Name / Address	Kelationships						
	Director	10% Owner	Officer	Other			
HURST ROBERT J/NY							
105 CORPORATE CENTER BLVD							
GREENSBORO, NC 27408							

Signatures

Candace S. Cummings for Robert J. Hurst (Pursuant to Signing Authority on File)

**Signature of Reporting Person

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).

Represents phantom stock units ("PSUs") accrued under the VF Corporation Directors' Deferred Savings Plan ("Plan"), to be settled 100% in cash upon the reporting person's retirement. PSUs are acquired based on a fund in which a trustee invests contributions in shares of VF Corporation Common Stock in the open market. The number of PSUs owned may vary over time due to reinvestment by the trustee

- (1) of dividends, the holding of a portion of the fund's assets in cash rather than shares, and changes in the proportionate interest in the fund of other participants. The reporting person receives quarterly statements regarding the fund. Accordingly, information regarding the number of PSUs acquired at the reporting date and beneficially owned as a result of that transaction is estimated based on the amount of the reporting person's cash deferrals under the Plan and the closing price of shares on the date of the deferral.
- (2) This column should have an entry which reads "1 for 1".
- (3) See also Footnote #1. Each PSU was acquired at the election of the Director by deferring \$105.14 (estimated) of fees per PSU.
- (4) There is no date that should appear in these columns. These columns are not applicable to this particular filing.

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.

06/27/2011

Date