TIFFANY & CO
Form 4
September 19, 2007

FORM 4

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

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

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person *
QUINN JAMES E

(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)
09/18/2007

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

__X__ Director _____ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
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)
			Code	V	Amount	(A) or (D)	Price			
Common Stock .01 Par	09/18/2007		M		50,000	A	$ 14.9766	57,000	D	
Common Stock $.01 Par	09/18/2007		S		21,800 (1)	D	$ 52	35,200	D	
Common Stock $.01 Par	09/18/2007		S		343	D	$ 52.24	34,857	D	
Common Stock $.01	09/18/2007		S		300	D	$ 52.11	34,557	D	

Par							
Common Stock $.01 Par	09/18/2007	S	300	D	$ 52.1	34,257	D
Common Stock $.01 Par	09/18/2007	S	100	D	$ 52.22	34,157	D
Common Stock $.01 Par	09/18/2007	S	100	D	$ 52.17	34,057	D
Common Stock $.01Par	09/18/2007	S	300	D	$ 52.02	33,757	D
Common Stock $.01 Par	09/18/2007	S	1,000	D	$ 52.14	32,757	D
Common Stock $.01 Par	09/18/2007	S	657	D	$ 52.25	32,100	D
Common Stock $.01 Par	09/18/2007	S	100	D	$ 52.12	32,000	D
Common Stock $.01 Par	09/18/2007	S	800	D	$ 52.92	31,200	D
Common Stock $.01 Par	09/18/2007	S	4,800	D	$ 52.88	26,400	D
Common Stock $.01 Par	09/18/2007	S	200	D	$ 52.79	26,200	D
Common Stock $.01 Par	09/18/2007	S	100	D	$ 52.82	26,100	D
Common Stock $.01 Par	09/18/2007	S	2,900	D	$ 52.84	23,200	D
Common Stock $.01 Par	09/18/2007	S	500	D	$ 52.9	22,700	D
Common Stock $.01 Par	09/18/2007	S	400	D	$ 52.93	22,300	D

Common Stock $.01 Par	09/18/2007	S	4,200	D	$ 52.9	18,100	D	
Common Stock $.01 Par	09/18/2007	S	200	D	$ 52.87	17,900	D	
Common Stock $.01 Par	09/18/2007	S	5,100	D	$ 52.81	12,800	D	
Common Stock $.01 Par	09/18/2007	S	300	D	$ 52.68	12,500	D	
Common Stock $.01 Par	09/18/2007	S	900	D	$ 52.85	11,600	D	
Common Stock $.01 Par	09/18/2007	S	200	D	$ 52.69	11,400	D	
Common Stock $.01 Par	09/18/2007	S	4,300	D	$ 52.89	7,100	D	
Common Stock $.01 Par	09/18/2007	S	100	D	$ 52.86	7,000	D	
Common Stock $.01 Par						31,000	I	By spouse

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. 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)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number

									of Shares
Employee Stock Option (RIght to Buy)	$ 14.9766	09/18/2007		M	50,000	(2)	01/21/2009	Common Stock	50,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
QUINN JAMES E TIFFANY & CO. 727 FIFTH AVENUE NEW YORK, NY 10022	X		PRESIDENT	

Signatures

/s/ James E. Quinn	09/19/2007
**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 sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on June 11, 2007.

(2) Options granted under 16(b) Plan on 01/21/1999. The option vested in four equal installments on January 21, 2000, 2001, 2002 and 2003.

(3) Total Grant 300,000 shares. 25,000 previously exercised.

Remarks:

This is 1 of 2 Forms 4 being filed to report transactions occurring on 9/18/2007.

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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