

TIFFANY & CO  
Form 4  
March 26, 2010

# FORM 4

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

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).

## 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 * |         |          | 2. Issuer Name and Ticker or Trading Symbol          | 5. Relationship of Reporting Person(s) to Issuer  |
| PETTERSON JOHN S                          |         |          | TIFFANY & CO [TIF]                                   | (Check all applicable)  |
| (Last)                                    | (First) | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year)     | ____ Director<br><input checked="" type="checkbox"/> Officer (give title below)   |
| TIFFANY & CO., 727 FIFTH AVENUE           |         |          | 03/25/2010   | ____ 10% Owner<br>____ Other (specify below)  |
| (Street)                                  |         |          | 4. If Amendment, Date Original Filed(Month/Day/Year) | SENIOR VICE PRESIDENT   |
| NEW YORK, NY 10022                        |         |          |  | 6. Individual or Joint/Group Filing(Check Applicable Line)<br><input checked="" type="checkbox"/> Form filed by One Reporting Person<br>____ Form filed by More than One Reporting Person |
| (City)                                    | (State) | (Zip)    |  |   |

**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           | 03/25/2010                           |  | M                              |   | 15,000  | A  | \$ 32.47 35,360                                       |
| Common Stock \$01 Par           | 03/25/2010                           |  | M                              |   | 15,000  | A  | \$ 34.02 50,360                                       |
| Common Stock \$01 Par           | 03/25/2010                           |  | M                              |   | 15,000  | A  | \$ 25.845 65,360                                      |
| Common Stock \$01               | 03/25/2010                           |  | S                              |   | 45,000  | D  | \$ 47.6019 20,360                                     |

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Par (1)  
 Common  
 Stock \$.01 345.8188 I By ESOP  
 Par

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 Security (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Non-Qualified Stock Option (Right to Buy)  | \$ 32.47   | 03/25/2010                           |  | M                              | 15,000  | (2) 01/18/2011   | Common Stock  | 15,000                        |
| Non-Qualified Stock Option (Right to Buy)  | \$ 34.02   | 03/25/2010                           |  | M                              | 15,000  | (4) 01/16/2012   | Common Stock  | 15,000                        |
| Non-Qualified Stock Option (Right to Buy)  | \$ 25.845  | 03/25/2010                           |  | M                              | 15,000  | (6) 01/16/2013   | Common Stock  | 15,000                        |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships                          |
|---|--|
|   | Director   10% Owner   Officer   Other |
| PETTERSON JOHN S<br>TIFFANY & CO.<br>727 FIFTH AVENUE<br>NEW YORK, NY 10022 | SENIOR VICE PRESIDENT                  |

## Signatures

/s/ Patrick B. Dorsey,  
Attorney-in-Fact

03/26/2010

\_\_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 price in Column 4 is a weighted average price. The prices actually received ranged from \$47.37 to \$47.70 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.
- (1) Options granted under 16(b) Plan on 01/18/2001. The option vested in four equal installments on January 18, 2002, 2003, 2004 and 2005. Total Grant 30,000 shares. 15,000 shares previously exercised.
- (2) Options granted under 16(b) Plan on 01/16/2002. The option vested in four equal installments on January 16, 2003, 2004, 2005 and 2006. Total Grant 45,000 shares. 0 shares previously exercised.
- (3) Options granted under 16(b) Plan on 01/16/2003. The option vested in four equal installments on January 16, 2004, 2005, 2006 and 2007. Total Grant 54,000 shares. 0 shares previously exercised.

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.