

ARONSON ARNOLD H  
Form 4  
March 04, 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 \*  
ARONSON ARNOLD H

2. Issuer Name and Ticker or Trading Symbol  
POLO RALPH LAUREN CORP  
[RL]

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)

(Last) (First) (Middle)  
  
POLO RALPH LAUREN  
CORP, 650 MADISON AVE  
  
(Street)  
  
NEW YORK, NY 10022  
  
(City) (State) (Zip)

3. Date of Earliest Transaction (Month/Day/Year)  
03/03/2010  
  
4. If Amendment, Date Original Filed(Month/Day/Year)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
  
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 |   |  |   | (A) or (D) |
| Class A Common Stock            | 03/03/2010                           |  | M                              |   | 2,500 | A      | \$ 24.22  | 7,942  | D   |            |
| Class A Common Stock            | 03/03/2010                           |  | S                              |   | 2,500 | D      | \$ 80.498<br><u>(1)</u>   | 5,442  | D   |            |
| Class A Common Stock            | 03/04/2010                           |  | M                              |   | 2,500 | A      | \$ 24.22  | 7,942  | D   |            |
| Class A Common Stock            | 03/04/2010                           |  | S                              |   | 2,500 | D      | \$ 81.75  | 5,442  | D   |            |

Common  
Stock

Class A  
Common  
Stock

3,000 I By Wife

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 (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) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|--|--|---|----------------------------|
| Non-Employee Stock Option (Right to Buy)   | \$ 24.22   | 03/03/2010                           |  | M                              | 2,500  | <sup>(2)</sup> 11/08/2011                                | Class A Common Stock  | 2,500                      |
| Non-Employee Stock Option (Right to buy)   | \$ 24.22   | 03/04/2010                           |  | M                              | 2,500  | <sup>(2)</sup> 11/08/2011                                | Class A Common Stock  | 2,500                      |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| ARONSON ARNOLD H<br>POLO RALPH LAUREN CORP<br>650 MADISON AVE<br>NEW YORK, NY 10022 | X             |           |         |       |

## Signatures

Yen D. Chu,  
Attorney-in-Fact 03/04/2010

\_\_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 represents the weighted average sale price for multiple transactions reported on this line. The prices of the transactions ranged

(1) from \$80.47 to \$80.55. Upon request of the SEC staff, Polo Ralph Lauren Corporation (the "Company") or a security holder of the Company, the reporting person will provide full information regarding the number of shares sold at each separate price.

(2) 7,500 options to purchase Class A Common Stock were granted on November 8, 2001 under the 1997 Stock Option Plan For Non-Employee Directors. These options vested and became exercisable in two equal annual installments beginning November 8, 2002.

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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