COTE RICHARD

Form 4/A

September 17, 2009

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB 3235-0287

OMB APPROVAL

Number:

Expires:

January 31, 2005

0.5

Estimated average burden hours per

response...

if no longer subject to Section 16. Form 4 or Form 5

obligations

Check this box

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 may continue.

30(h) of the Investment Company Act of 1940

1(b).

Common

Common

Stock

Stock

09/11/2009

09/11/2009

(Print or Type Responses)

See Instruction

1. Name and COTE RIC	Address of Reporting HARD	Person * 2. Issu Symbol	uer Name and Ticker or Trading I	5. Relationship of Reporting Person(s) to Issuer			
(T)			ADO GROUP INC [MOV]	(Check all applicable)			
(Last)	(First) (1		of Earliest Transaction				
			/Day/Year)	_X_ Director 10% Owner			
C/O MOV	ADO GROUP, IN	C., 650 09/11/	/2009	X Officer (give title Other (specify below)			
FROM RO	AD			below) below) Executive V.P COO			
	(Street)	4. If An	mendment, Date Original	6. Individual or Joint/Group Filing(Check			
		Filed(M	Ionth/Day/Year)	Applicable Line)			
		09/15/	/2009	_X_ Form filed by One Reporting Person			
PARAMU	S, NJ 07652	07/13/	2007	Form filed by More than One Reporting Person			
(City)	(State)	(Zip) Ta	ble I - Non-Derivative Securities A	cquired, Disposed of, or Beneficially Owned			
1.Title of	2. Transaction Date	2A. Deemed	3. 4. Securities Acquired	(A) 5. Amount of 6. 7. Nature of			
Security	(Month/Day/Year)	Execution Date, if	-	Securities Ownership Indirect			
(Instr. 3)	• •	any	Code (Instr. 3, 4 and 5)	Beneficially Form: Beneficial			
		(Month/Day/Year)	(Instr. 8)	Owned Direct (D) Ownership			
				Following or Indirect (Instr. 4)			
			(A)	Reported (I)			
			(A)	Transaction(s) (Instr. 4)			
			Of Code V Amount (D) Pr	(Instr. 3 and 4)			

Code V

M

F

Amount

100,000

86,635

(2)

(D)

Α

D

Price

13.09

\$ 10.5 555,698

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

469,063

D

D (1)

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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	2.	3. Transaction Date	3A. Deemed	4.	5. Ni	umber of	6. Date Exercis	sable and	7. Title and A	Amount of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transaction	orDeri	vative	Expiration Dat	e	Underlying S	Securities
Security	or Exercise		any	Code	Secu	rities	(Month/Day/Y	ear)	(Instr. 3 and	4)
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Acquired (A) or					
	Derivative				Disp	osed of (D)				
	Security				(Inst	r. 3, 4, and				
					5)					
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amoun Numbe Shares
				Couc v	(A)	(D)				Silares
Employe Stock Option	\$ 10.5	09/11/2009		M		100,000	01/06/2005	01/06/2010	Common Stock	100,0

Reporting Owners

Reporting Owner Name / Address	Relationships				
Treporting of the France, France	Director	10% Owner	Officer	Other	
COTE RICHARD C/O MOVADO GROUP, INC. 650 FROM ROAD PARAMUS, NJ 07652	X		Executive V.P COO		

Signatures

/s/ Richard Cote 09/17/2009

**Signature of Date
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).
- (1) Includes 2,200 shares which are owned by a trust for the benefit of the reporting person's children in which the reporting person has an indirect pecuniary interest.
- (2) Original filing incorrectly indicated a withholding of 506 extra shares. This has been corrected in the amended 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.

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