

POLO RALPH LAUREN CORP  
Form 4  
August 01, 2007

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
LAUREN RALPH

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)  
650 MADISON AVE  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
08/01/2007

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chairman & CEO

NEW YORK, NY 10022

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 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 Ownership (Instr. 4)
				(A) or (D)	Price		
Class A Common Stock	08/01/2007		S	300	D \$ 88.7	415,394.97	D
Class A Common Stock	08/01/2007		S	200	D \$ 88.77	415,194.97	D
Class A Common Stock	08/01/2007		S	1,500	D \$ 88.76	413,694.97	D
Class A Common	08/01/2007		S	300	D \$ 88.72	413,394.97	D

## Edgar Filing: POLO RALPH LAUREN CORP - Form 4

Stock							
Class A Common Stock	08/01/2007	S	100	D	\$ 88.66	413,294.97	D
Class A Common Stock	08/01/2007	S	100	D	\$ 88.71	413,194.97	D
Class A Common Stock	08/01/2007	S	100	D	\$ 88.73	413,094.97	D
Class A Common Stock	08/01/2007	S	400	D	\$ 88.78	412,694.97	D
Class A Common Stock	08/01/2007	S	200	D	\$ 88.8	412,494.97	D
Class A Common Stock	08/01/2007	S	200	D	\$ 88.57	412,294.97	D
Class A Common Stock	08/01/2007	S	1,100	D	\$ 88.49	411,194.97	D
Class A Common Stock	08/01/2007	S	1,400	D	\$ 89.35	409,794.97	D
Class A Common Stock	08/01/2007	S	300	D	\$ 88.59	409,494.97	D
Class A Common Stock	08/01/2007	S	500	D	\$ 88.87	408,994.97	D
Class A Common Stock	08/01/2007	S	100	D	\$ 88.97	408,894.97	D
Class A Common Stock	08/01/2007	S	200	D	\$ 88.82	408,694.97	D
Class A Common Stock	08/01/2007	S	300	D	\$ 88.75	408,394.97	D
Class A Common Stock	08/01/2007	S	300	D	\$ 88.79	408,094.97	D

Edgar Filing: POLO RALPH LAUREN CORP - Form 4

Class A Common Stock	08/01/2007	S	200	D	\$ 88.81	407,894.97	D
Class A Common Stock	08/01/2007	S	100	D	\$ 88.68	407,794.97	D
Class A Common Stock	08/01/2007	S	500	D	\$ 88.48	407,294.97	D
Class A Common Stock	08/01/2007	S	800	D	\$ 88.27	406,494.97	D
Class A Common Stock	08/01/2007	S	200	D	\$ 88.09	406,294.97	D
Class A Common Stock	08/01/2007	S	400	D	\$ 88.21	405,894.97	D
Class A Common Stock	08/01/2007	S	300	D	\$ 88.31	405,594.97	D
Class A Common Stock	08/01/2007	S	200	D	\$ 88.54	405,394.97	D
Class A Common Stock	08/01/2007	S	100	D	\$ 89	405,294.97	D
Class A Common Stock	08/01/2007	S	300	D	\$ 88.99	404,994.97	D
Class A Common Stock	08/01/2007	S	200	D	\$ 89.05	404,794.97	D
Class A Common Stock	08/01/2007	S	200	D	\$ 89.06	404,594.97 <u>(1)</u>	D

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

**Edgar Filing: POLO RALPH LAUREN CORP - Form 4**

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)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Transaction (Instr. 5)
				Code V (A) (D)		Date Exercisable      Expiration Date	Title or Number of Shares		

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LAUREN RALPH 650 MADISON AVE NEW YORK, NY 10022	X	X	Chairman & CEO	

## Signatures

Yen D. Chu, Attorney-in-Fact	08/01/2007
<small>**Signature of Reporting Person</small>	<small>Date</small>

## 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) This is part three of four Form 4 filings disclosing the transaction taking place on August 1, 2007 for the above reporting person.

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.