

POLO RALPH LAUREN CORP  
Form 4  
August 04, 2008

**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 \*  
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)  
08/01/2008

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)
			Code	V	Amount or Price		
Class A Common Stock	08/01/2008		M		10,400 A \$ 19.125	467,410.79	D
Class A Common Stock	08/01/2008		S		100 D \$ 59.23	467,310.79	D
Class A Common Stock	08/01/2008		S		1,900 D \$ 59.26	465,410.79	D
Class A Common	08/01/2008		S		500 D \$ 59.28	464,910.79	D

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Stock								
Class A Common Stock	08/01/2008	S	500	D	\$ 59.31	464,410.79	D	
Class A Common Stock	08/01/2008	S	600	D	\$ 59.32	463,810.79	D	
Class A Common Stock	08/01/2008	S	1,000	D	\$ 59.4	462,810.79	D	
Class A Common Stock	08/01/2008	S	100	D	\$ 59.65	462,710.79	D	
Class A Common Stock	08/01/2008	S	900	D	\$ 59.41	461,810.79	D	
Class A Common Stock	08/01/2008	S	300	D	\$ 59.45	461,510.79	D	
Class A Common Stock	08/01/2008	S	500	D	\$ 59.44	461,010.79	D	
Class A Common Stock	08/01/2008	S	100	D	\$ 59.12	460,910.79	D	
Class A Common Stock	08/01/2008	S	200	D	\$ 59.09	460,710.79	D	
Class A Common Stock	08/01/2008	S	600	D	\$ 59.08	460,110.79	D	
Class A Common Stock	08/01/2008	S	1,300	D	\$ 59.17	458,810.79	D	
Class A Common Stock	08/01/2008	S	400	D	\$ 58.95	458,410.79	D	
Class A Common Stock	08/01/2008	S	200	D	\$ 58.93	458,210.79	D	
Class A Common Stock	08/01/2008	S	1,100	D	\$ 59.02	457,110.79	D	

Class A  
Common Stock 08/01/2008 S 100 D \$ 58.99 457,010.79 D

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)	Amount or Number of Shares
Class A Common Stock Option	\$ 19.125	08/01/2008		M	10,400	<sup>(1)</sup> 06/11/2009	Class A Common Stock	10,400

## 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 08/04/2008

\*\*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 options vested and became exercisable in three equal annual installments on June 11, 2008.

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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