

POLO RALPH LAUREN CORP

Form 4

November 10, 2004

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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

## OMB APPROVAL

OMB  
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2005  
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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
FARAH ROGER N

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)  
11/08/2004

☒ Director ☐ 10% Owner  
☒ Officer (give title below) ☐ Other (specify below)  
President and COO

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Class A Common Stock	11/08/2004		M		100,000	A	\$ 16.9062
Class A Common Stock	11/08/2004		M		100,000	A	\$ 13.9687
Class A Common Stock	11/08/2004		S		2,300	D	\$ 38.5
Class A Common	11/08/2004		S		1,200	D	\$ 38.52

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Stock

Class A Common Stock	11/08/2004	S	900	D	\$ 38.53	790,355.54	D
Class A Common Stock	11/08/2004	S	2,100	D	\$ 38.54	788,255.54	D
Class A Common Stock	11/08/2004	S	1,600	D	\$ 38.55	786,655.54	D
Class A Common Stock	11/08/2004	S	5,000	D	\$ 38.57	781,655.54	D
Class A Common Stock	11/08/2004	S	3,900	D	\$ 38.58	777,755.54	D
Class A Common Stock	11/08/2004	S	3,400	D	\$ 38.59	774,355.54	D
Class A Common Stock	11/08/2004	S	4,700	D	\$ 38.6	769,655.54	D
Class A Common Stock	11/08/2004	S	2,400	D	\$ 38.61	767,255.54	D
Class A Common Stock	11/08/2004	S	1,400	D	\$ 38.62	765,855.54	D
Class A Common Stock	11/08/2004	S	3,400	D	\$ 38.63	762,455.54	D
Class A Common Stock	11/08/2004	S	6,300	D	\$ 38.64	756,155.54	D
Class A Common Stock	11/08/2004	S	9,300	D	\$ 38.65	746,855.54	D
Class A Common Stock	11/08/2004	S	13,400	D	\$ 38.66	733,455.54	D
Class A Common Stock	11/08/2004	S	13,900	D	\$ 38.67	719,555.54	D

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Class A Common Stock	11/08/2004	S	14,500	D	\$ 38.68	705,055.54	D
Class A Common Stock	11/08/2004	S	19,800	D	\$ 38.69	685,255.54	D
Class A Common Stock	11/08/2004	S	18,800	D	\$ 38.7	666,455.54	D
Class A Common Stock	11/08/2004	S	1,600	D	\$ 38.71	664,855.54	D
Class A Common Stock	11/08/2004	S	2,700	D	\$ 38.72	662,155.54	D
Class A Common Stock	11/08/2004	S	2,600	D	\$ 38.73	659,555.54	D
Class A Common Stock	11/08/2004	S	1,000	D	\$ 38.74	658,555.54	D
Class A Common Stock	11/08/2004	S	4,900	D	\$ 38.75	653,655.54	D
Class A Common Stock	11/08/2004	S	5,900	D	\$ 38.76	647,755.54	D
Class A Common Stock	11/08/2004	S	1,400	D	\$ 38.77	646,355.54	D
Class A Common Stock	11/08/2004	S	500	D	\$ 38.78	645,855.54	D
Class A Common Stock	11/08/2004	S	300	D	\$ 38.79	645,555.54	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.**

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(9-02)

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

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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)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Option pursuant to 1997 Long-Term Stock Incentive Plan									

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FARAH ROGER N 650 MADISON AVE NEW YORK, NY 10022	X		President and COO	

## Signatures

Edward W. Scheuermann, Attorney-in-Fact for Roger N. Farah 11/10/2004

\_\_\_\_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) 250,000 options were granted on 4/12/2000. These options vested and became exercisable in three equal installments beginning April 12, 2001.
- (2) 100,000 options were granted on 6/13/2000. These options vested and became exercisable in three equal installments beginning June 13, 2001.

### Remarks:

First Form 4 of 2 filed for Reporting Owner Roger N. Farah on 11-10-2004.

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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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