

TIFFANY & CO
Form 4
September 18, 2007

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 *
Cloud Pamela H

(Last) (First) (Middle)

TIFFANY & CO., 727 FIFTH AVENUE

(Street)

NEW YORK, NY 10022

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
TIFFANY & CO [TIF]

3. Date of Earliest Transaction (Month/Day/Year)
09/17/2007

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

___ Director ___ 10% Owner
X Officer (give title below) ___ Other (specify below)

SENIOR VICE PRESIDENT

6. Individual or Joint/Group Filing(Check Applicable Line)
X 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) | Price |
| Common stock \$01 Par | 09/17/2007 | | M | | 4,000 | A | \$ 9.4844 9,279 |
| Common Stock \$01 Par | 09/17/2007 | | M | | 4,000 | A | \$ 14.9766 13,279 |
| Common Stock \$01 Par | 09/17/2007 | | M | | 5,000 | A | \$ 32.47 18,279 |
| Common Stock \$01 | 09/17/2007 | | S | | 3,500 | D | \$ 51.92 14,779 |

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| | | | | | | | | |
|-------------------------------------|------------|---|-------|---|----------|----------------------|---|---------|
| Par Common Stock \$.01 Par | 09/17/2007 | S | 700 | D | \$ 51.94 | 14,079 | D | |
| Par Common Stock \$.01 Par | 09/17/2007 | S | 2,600 | D | \$ 51.93 | 11,479 | D | |
| Par Common Stock \$.01 Par | 09/17/2007 | S | 400 | D | \$ 51.99 | 11,079 | D | |
| Par Common Stock \$.01 Par | 09/17/2007 | S | 900 | D | \$ 51.97 | 10,179 | D | |
| Par Common Stock \$.01 Par | 09/17/2007 | S | 929 | D | \$ 52 | 9,250 | D | |
| Par Common Stock \$.01 Par | 09/17/2007 | S | 600 | D | \$ 51.98 | 8,650 | D | |
| Par Common Stock \$.01 Par | 09/17/2007 | S | 2,300 | D | \$ 51.96 | 6,350 ⁽¹⁾ | D | |
| Par Common Stock \$.01 Par | | | | | | 426 | I | By ESOP |

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

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(9-02)

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) | 8. D S (1) | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|------------|---------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of |

| | | | | | | | | Shares | |
|--|------------|------------|--|---|-------|------------|------------|-----------------|-------|
| Employee Stock Option (Right to Buy) | \$ 9.4844 | 09/17/2007 | | M | 4,000 | <u>(2)</u> | 01/14/2009 | Common Stock | 4,000 |
| Employee Stock Option (Right to Buy) | \$ 14.9766 | 09/17/2007 | | M | 4,000 | <u>(3)</u> | 01/21/2009 | Common Stock | 4,000 |
| Employee Stock Option (Right to Buy) | \$ 32.47 | 09/17/2007 | | M | 5,000 | <u>(4)</u> | 01/18/2011 | Common Stock | 5,000 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|-----------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Cloud Pamela H TIFFANY & CO. 727 FIFTH AVENUE NEW YORK, NY 10022 | | | SENIOR VICE PRESIDENT | |

Signatures

/s/ Pamela H.
Cloud

09/18/2007

**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) 4025 shares in the total are shares underlying RSUs.
- (2) Options granted under 16(b) Plan on 01/14/1998. The option vested in four equal installments on January 14, 1999, 2000, 2001 and 2002.
- (3) Options granted under 16(b) Plan on 01/21/1999. The option vested in four equal installments on January 21, 2000, 2001, 2002 and 2003.
- (4) Options granted under 16(b) Plan on 01/18/2001. The option vested in four equal installments on January 18, 2002, 2003, 2004 and 2005.

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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