

TIFFANY & CO  
Form 3  
June 08, 2017

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Koback-Pursel Gretchen		(Month/Day/Year)	TIFFANY & CO [TIF]	
(Last)	(First)	(Middle)	06/01/2017	
200 FIFTH AVENUE		4. Relationship of Reporting Person(s) to Issuer		
(Street)		(Check all applicable)		
NEW YORK, NY 10010		<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below)    (specify below) Senior Vice President		
(City)	(State)	(Zip)	5. If Amendment, Date Original Filed(Month/Day/Year)	
				6. Individual or Joint/Group Filing(Check Applicable Line)
				<input checked="" type="checkbox"/> Form filed by One Reporting Person
				<input type="checkbox"/> Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock \$.01 Par	369	I	By ESOP
Common Stock \$.01 Par	849	I	By 401(K)

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

SEC 1473 (7-02)

**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.**

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Restricted Stock Units <sup>(1)</sup>	Â <sup>(2)</sup>	Â <sup>(2)</sup>	Common Stock \$.01 Par	270	\$ <sup>(2)</sup>	D	Â
Restricted Stock Units <sup>(3)</sup>	Â <sup>(4)</sup>	Â <sup>(4)</sup>	Common Stock \$.01 Par	704	\$ <sup>(4)</sup>	D	Â
Restricted Stock Units <sup>(3)</sup>	Â <sup>(5)</sup>	Â <sup>(5)</sup>	Common Stock \$.01 Par	1,281	\$ <sup>(5)</sup>	D	Â
Restricted Stock Units <sup>(3)</sup>	Â <sup>(6)</sup>	Â <sup>(6)</sup>	Common Stock \$.01 Par	1,108	\$ <sup>(6)</sup>	D	Â
Dividend Equivalent Units	Â <sup>(7)</sup>	Â <sup>(7)</sup>	Common Stock \$.01 Par	5	\$ <sup>(8)</sup>	D	Â
Restricted Stock Units <sup>(3)</sup>	Â <sup>(9)</sup>	Â <sup>(9)</sup>	Common Stock \$.01 Par	5,244	\$ <sup>(9)</sup>	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Koback-Pursel Gretchen 200 FIFTH AVENUE NEW YORK, NY 10010	Â	Â	Â Senior Vice President	Â

## Signatures

/s/ Gretchen Koback-Pursel  
Date: 06/08/2017

\*\*Signature of Reporting Person      Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(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) Granted pursuant to the Tiffany & Co. 2005 Employee Incentive Plan, which complies with Rule 16b-3.
- (2) The restricted stock units convert to the issuer's common stock on a one-for-one basis and will vest in a single installment on March 19, 2018.
- (3) Granted pursuant to the Tiffany & Co. 2014 Employee Incentive Plan, which complies with Rule 16b-3.
- (4) The restricted stock units convert to the issuer's common stock on a one-for-one basis and will vest in two equal annual installments on March 18, 2018 and 2019.

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- (5) The restricted stock units convert to the issuer's common stock on a one-for-one basis and will vest in three equal annual installments on March 16, 2018, 2019 and 2020.
- (6) The restricted stock units convert to the issuer's common stock on a one-for-one basis and will vest in four equal annual installments on March 15, 2018, 2019, 2020 and 2021.  
The dividend equivalent units will vest proportionately with the underlying restricted stock units to which they relate. The dividend equivalent units credited in respect of the restricted stock units granted on March 15, 2017 will vest in four equal annual installments on March 15, 2018, 2019, 2020 and 2021.
- (7) Represents dividend equivalent units accrued on April 10, 2017 in respect of restricted stock units granted to the reporting person on March 15, 2017. The dividend equivalent units convert to the issuer's common stock on a one-for-one basis.
- (8) The restricted stock units convert to the issuer's common stock on a one-for-one basis and will vest in four equal annual installments on May 25, 2018, 2019, 2020 and 2021.

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.