

MCCOLLOUGH W ALAN
Form 4
August 22, 2017

FORM 4

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

OMB APPROVAL

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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 *
MCCOLLOUGH W ALAN

2. Issuer Name and Ticker or Trading Symbol
V F CORP [VFC]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
105 CORPORATE CENTER BLVD
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
08/21/2017

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

GREENSBORO, NC 27408

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)
Common Stock	08/21/2017		M	V	22,852 A \$ 19.88	36,353	D
Common Stock	08/21/2017		S		500 D \$ 62.895	35,853	D
Common Stock	08/21/2017		S		500 D \$ 62.9	35,353	D
Common Stock	08/21/2017		S		900 D \$ 62.905	34,453	D
Common Stock	08/21/2017		S		800 D \$ 62.91	33,653	D
	08/21/2017		S		400 D	33,253	D

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Common Stock					\$			
					62.925			
Common Stock	08/21/2017		S	200	D	\$ 62.93	33,053	D
Common Stock	08/21/2017		S	600	D	\$ 62.935	32,453	D
Common Stock	08/21/2017		S	17,600	D	\$ 62.94	14,853	D
Common Stock	08/21/2017		S	1,200	D	\$ 62.955	13,653	D
Common Stock	08/21/2017		S	152	D	\$ 62.965	13,501	D

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 Security (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title
2008 Non-qualified Stock Option (Right to Buy)	\$ 19.88	08/21/2017		M	22,852	02/08/2009 02/07/2018	Common Stock

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MCCOLLOUGH W ALAN 105 CORPORATE CENTER BLVD GREENSBORO, NC 27408	X			

Signatures

Mark R. Townsend for W. Alan McCollough (Pursuant to Signing Authority on File)

08/22/2017

__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).

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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