

BRAVO ROSE MARIE  
Form 4  
May 31, 2013

**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 \*  
**BRAVO ROSE MARIE**

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
**TIFFANY & CO., 727 FIFTH AVENUE**

3. Date of Earliest Transaction (Month/Day/Year)  
**05/30/2013**

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

(Street)  
**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

**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)
				(A) or (D)	Price		
Common Stock \$.01 Par	05/30/2013		M	7,500 A	\$ 39.75 17,632	D	
Common Stock \$.01 Par	05/30/2013		M	10,000 A	\$ 31.675 27,632	D	
Common Stock \$.01 Par	05/30/2013		M	10,000 A	\$ 39.64 37,632	D	
Common Stock \$.01	05/30/2013		M	10,000 A	\$ 40.15 47,632	D	

Par

Common

Stock \$.01 05/30/2013

S 37,500 D \$ 78.18 (1) 10,132 (2) D

Par

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)	Amount or Number of Shares
Non-Qualified Stock Option (Right to Buy)	\$ 39.75	05/30/2013		M	7,500	(3) 01/15/2014	Common Stock	7,500
Non-Qualified Stock Option (Right to Buy)	\$ 31.675	05/30/2013		M	10,000	(4) 01/20/2015	Common Stock	10,000
Non-Qualified Stock Option (Right to Buy)	\$ 39.64	05/30/2013		M	10,000	(5) 01/19/2016	Common Stock	10,000
Non-Qualified Stock Option (Right to Buy)	\$ 40.15	05/30/2013		M	10,000	(6) 01/18/2017	Common Stock	10,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BRAVO ROSE MARIE TIFFANY & CO. 727 FIFTH AVENUE NEW YORK, NY 10022	X			

## Signatures

/s/ Patrick B. Dorsey,  
Attorney-in-Fact

05/31/2013

\_\_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).

The price in Column 4 is a weighted average price. The prices actually received ranged from \$77.93 to \$78.42 per share. The reporting

(1) person's broker has provided to the issuer and issuer will provide any security holder of the issuer or the SEC staff, upon request, information regarding the number of shares sold at each price within the range.

(2) 6,132 shares in the total are shares underlying restricted stock units.

(3) Options granted under 16(b) Plan on January 15, 2004. The option vested in two equal installments on January 15, 2005 and 2006.

(4) Options granted under 16(b) Plan on January 20, 2005. The option vested in two equal installments on January 20, 2006 and 2007.

(5) Options granted under 16(b) Plan on January 19, 2006. The option vested in two equal installments on January 19, 2007 and 2008.

(6) Options granted under 16(b) Plan on January 18, 2007. The option vested in two equal installments on January 18, 2008 and 2009.

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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