

LAUREN RALPH  
Form 4  
August 01, 2007

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
LAUREN RALPH

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)  
08/01/2007

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

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	(D)	Price
Class A Common Stock	08/01/2007		M		35,714	A	\$ 28.2188
Class A Common Stock	08/01/2007		S		300	D	\$ 89.26
Class A Common Stock	08/01/2007		S		200	D	\$ 89.3
Class A Common	08/01/2007		S		300	D	\$ 89.21

## Edgar Filing: LAUREN RALPH - Form 4

Stock

Class A Common Stock	08/01/2007	S	400	D	\$ 89.28	438,808.97	D
----------------------------	------------	---	-----	---	----------	------------	---

Class A Common Stock	08/01/2007	S	200	D	\$ 89.19	438,608.97	D
----------------------------	------------	---	-----	---	----------	------------	---

Class A Common Stock	08/01/2007	S	600	D	\$ 89.11	438,008.97	D
----------------------------	------------	---	-----	---	----------	------------	---

Class A Common Stock	08/01/2007	S	100	D	\$ 89.15	437,908.97	D
----------------------------	------------	---	-----	---	----------	------------	---

Class A Common Stock	08/01/2007	S	600	D	\$ 89.14	437,308.97	D
----------------------------	------------	---	-----	---	----------	------------	---

Class A Common Stock	08/01/2007	S	200	D	\$ 89.17	437,108.97	D
----------------------------	------------	---	-----	---	----------	------------	---

Class A Common Stock	08/01/2007	S	200	D	\$ 89.1	436,908.97	D
----------------------------	------------	---	-----	---	---------	------------	---

Class A Common Stock	08/01/2007	S	200	D	\$ 88.61	436,708.97	D
----------------------------	------------	---	-----	---	----------	------------	---

Class A Common Stock	08/01/2007	S	400	D	\$ 88.62	436,308.97	D
----------------------------	------------	---	-----	---	----------	------------	---

Class A Common Stock	08/01/2007	S	200	D	\$ 88.69	436,108.97	D
----------------------------	------------	---	-----	---	----------	------------	---

Class A Common Stock	08/01/2007	S	500	D	\$ 88.56	435,608.97	D
----------------------------	------------	---	-----	---	----------	------------	---

Class A Common Stock	08/01/2007	S	1,700	D	\$ 88.41	433,908.97	D
----------------------------	------------	---	-------	---	----------	------------	---

Class A Common Stock	08/01/2007	S	800	D	\$ 88.39	433,108.97	D
----------------------------	------------	---	-----	---	----------	------------	---

Class A Common Stock	08/01/2007	S	700	D	\$ 88.45	432,408.97	D
----------------------------	------------	---	-----	---	----------	------------	---

Edgar Filing: LAUREN RALPH - Form 4

Class A common Stock	08/01/2007	S	600	D	\$ 88.44	431,808.97	D
Class A Common Stock	08/01/2007	S	400	D	\$ 88.46	431,408.97	D
Class A Common Stock	08/01/2007	S	900	D	\$ 88.38	430,508.97	D
Class A Common Stock	08/01/2007	S	300	D	\$ 88.33	430,208.97	D
Class A Common Stock	08/01/2007	S	1,000	D	\$ 88.35	429,208.97	D
Class A Common Stock	08/01/2007	S	200	D	\$ 88.29	429,008.97	D
Class A Common Stock	08/01/2007	S	400	D	\$ 88.24	428,608.97	D
Class A Common Stock	08/01/2007	S	400	D	\$ 88.26	428,208.97	D
Class A Common Stock	08/01/2007	S	700	D	\$ 88.3	427,508.97	D
Class A Common Stock	08/01/2007	S	800	D	\$ 88.32	426,708.97	D
Class A Common Stock	08/01/2007	S	500	D	\$ 88.63	426,208.97	D
Class A Common Stock	08/01/2007	S	600	D	\$ 88.43	<u>425,608.97</u> (1)	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.**

SEC 1474  
(9-02)

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

## Edgar Filing: LAUREN RALPH - Form 4

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 or Number of Shares
Class A Common Stock Option (Right to Buy)	\$ 28.2188	08/01/2007		M	35,714	06/11/1999	06/11/2008	Class A Common Stock	35,714

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LAUREN RALPH 650 MADISON AVE NEW YORK, NY 10022	X	X	Chairman & CEO	

## Signatures

Yen D. Chu,  
Attorney-in-Fact

08/01/2007

\_\_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) This filing is one of four Form 4 filings disclosing the transaction taking place on August 1, 2007 for the above reporting person. The amount of securities beneficially owned following all transactions reported on all Form 4 filings is 404,294.97.

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.