### SEC Form 4

## FORM 4

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| 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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| OMB APPRC               | DVAL      |
|-------------------------|-----------|
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|   |         |                    | of Section So(ii) of the investment Company Act of 1940                   |  |  |  |  |  |  |
|---|---------|--------------------|---|--|--|--|--|--|--|
| 1. Name and Address of Reporting Person <sup>*</sup><br>RL HOLDING L P  |         |                    | 2. Issuer Name and Ticker or Trading Symbol POLO RALPH LAUREN CORP [ RL ] | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br>Director X 10% Owner     |  |  |  |  |  |
| (Last) (First) (Middle)<br>C/O POLO RALPH LAUREN CORPORATION<br>650 MADISON AVENUE<br>(Street)<br>NEW YORK NY 10022 |         | ( )                | - 3. Date of Earliest Transaction (Month/Day/Year)<br>12/17/2009          | Officer (give title Other (specify below) below)   |  |  |  |  |  |
|   |         | 10022              | 4. If Amendment, Date of Original Filed (Month/Day/Year)                  | 6. Individual or Joint/Group Filing (Check Applicable<br>Line)<br>X Form filed by One Reporting Person |  |  |  |  |  |
| (City)  | (State) | (Zip)              | -   | Form filed by More than One Reporting<br>Person  |  |  |  |  |  |
|   |         | Table I - Non-Deri | vative Securities Acquired, Disposed of, or Benef                         | icially Owned  |  |  |  |  |  |

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transa<br>Code (<br>8) | ction | Disposed Of (D) (Instr. 3, 4 and 5) |               |       |                                    | (D) or Indirect<br>(I) (Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------|--|---|------------------------------|-------|-------------------------------------|---------------|-------|------------------------------------|-----------------------------------|---|
|                                 |  |   | Code                         | v     | Amount                              | (A) or<br>(D) | Price | Transaction(s)<br>(Instr. 3 and 4) |                                   | (1130.4)  |

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

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transa<br>Code (<br>8) |   | Deri<br>Sec<br>Acq<br>or D<br>of (I | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed<br>of (D) (Instr.<br>3, 4 and 5) |                     |                    | le and<br>7. Title and Amount<br>of Securities<br>Underlying<br>Derivative Security<br>(Instr. 3 and 4) |                                     | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---|---|--|---|------------------------------|---|-------------------------------------|--|---------------------|--------------------|---|-------------------------------------|---|--|--|--|
|   |   |  |   | Code                         | v |                                     | (D)  | Date<br>Exercisable | Expiration<br>Date | Title   | Amount<br>or<br>Number<br>of Shares |   | Transaction(s)<br>(Instr. 4)   |  |  |
| Class B<br>Common<br>Stock                          | (1)   | 12/17/2009                                 |   | J <sup>(2)</sup>             |   |                                     | 167,056  | (1)                 | (1)                | Class A<br>Common<br>Stock  | 167,056                             | \$0   | 10,310,514   | D  |  |

Explanation of Responses:

1. Each share of Class B Common Stock is immediately convertible on a one-for-one basis into a share of Class A Common Stock.

2. Reflects a distribution of shares of Class B Common Stock to the partners of the reporting person.

### Yen D. Chu, Attorney-in-Fact 12

\*\* Signature of Reporting Person

<u>12/21/2009</u>

on Date

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

 $^{\ast}$  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.

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 Number.