

COTY INC.
Form 4
August 19, 2016

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 *
JAB Cosmetics B.V.

2. Issuer Name and Ticker or Trading Symbol
COTY INC. [COTY]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
08/17/2016

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

OUDEWEG 147,
(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
___ Form filed by One Reporting Person
X Form filed by More than One Reporting Person

HAARLEM, P7 2031 CC

(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. Code	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 (A) or (D) Price				
Class A Common Stock, par value \$0.01 per share	08/17/2016		P		63,603 (1)	A	\$ 27.6703 (2)	7,396,175	D
Class A Common Stock, par value \$0.01 per share	08/17/2016		P		11,397 (1)	A	\$ 28.5102 (3)	7,407,572	D

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Class A
Common
Stock, par
value 08/18/2016 P 64,228⁽¹⁾ A \$ 28.3377⁽⁴⁾ 7,471,800 D
\$0.01 per
share

Class A
Common
Stock, par
value 08/18/2016 P 10,772⁽¹⁾ A \$ 28.7755⁽⁵⁾ 7,482,572 D
\$0.01 per
share

Class A
Common
Stock, par
value 08/19/2016 P 174,100⁽¹⁾ A \$ 28.7924⁽⁶⁾ 7,656,672 D
\$0.01 per
share

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)

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)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned (Instr. 6)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
				X

JAB Cosmetics B.V.
 OUDEWEG 147
 HAARLEM, P7 2031 CC

Agnaten SE
 ROOSEVELTPLATZ 4-5 X
 TOP 10
 VIENNA, C4 A-1090

Lucesca SE
 ROOSEVELTPLATZ 4-5 X
 TOP 10
 VIENNA, C4 A-1090

JAB Holdings B.V.
 OUDEWEG 147 X
 HAARLEM, P7 2031 CC

Signatures

/s/ Joachim Creus and /s/ Markus Hopmann as Managing Directors 08/19/2016
 **Signature of Reporting Person Date

/s/ Joachim Creus and /s/ Markus Hopmann as Authorized Representatives 08/19/2016
 **Signature of Reporting Person Date

/s/ Constantin Thun-Hohenstein and /s/ Dietmar Guetter as Authorized Representatives 08/19/2016
 **Signature of Reporting Person Date

/s/ Joachim Creus and /s/ Markus Hopmann as Managing Directors 08/19/2016
 **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) Purchases made pursuant to a written plan under Rule 10b5-1 of the Securities Exchange Act of 1934, as amended (the "Exchange Act") and in accordance with Rule 10b-18 of the Exchange Act.

(2) The shares were purchased in multiple transactions on August 17, 2016 at actual purchase prices ranging from \$27.20 to \$29.19 per share, exclusive of any fees, commissions or other expenses. The price reported reflects the weighted average purchase price for the transactions. The reporting persons undertake to provide upon request by the SEC staff, the issuer or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.

(3) The shares were purchased in multiple transactions on August 17, 2016 at actual purchase prices ranging from \$28.22 to \$28.77 per share, exclusive of any fees, commissions or other expenses. The price reported reflects the weighted average purchase price for the transactions. The reporting persons undertake to provide upon request by the SEC staff, the issuer or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.

(4) The shares were purchased in multiple transactions on August 18, 2016 at actual purchase prices ranging from \$27.74 to \$28.73 per share, exclusive of any fees, commissions or other expenses. The price reported reflects the weighted average purchase price for the transactions. The reporting persons undertake to provide upon request by the SEC staff, the issuer or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.

(5) The shares were purchased in multiple transactions on August 18, 2016 at actual purchase prices ranging from \$28.74 to \$28.84 per share, exclusive of any fees, commissions or other expenses. The price reported reflects the weighted average purchase price for the transactions. The reporting persons undertake to provide upon request by the SEC staff, the issuer or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.

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- (6) The shares were purchased in multiple transactions on August 19, 2016 at actual purchase prices ranging from \$28.57 to \$28.98 per share, exclusive of any fees, commissions or other expenses. The price reported reflects the weighted average purchase price for the transactions. The reporting persons undertake to provide upon request by the SEC staff, the issuer or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.

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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