

BROWN DAVID ALAN  
 Form 4  
 July 03, 2008

**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 \*  
**BROWN DAVID ALAN**

(Last) (First) (Middle)  
 1170 PEACHTREE STREET, SUITE 900  
 (Street)

ATLANTA, GA 30309

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**CARTERS INC [CRI]**

3. Date of Earliest Transaction (Month/Day/Year)  
 07/01/2008

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 Executive Vice President

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)
Common Stock	07/01/2008		A	(A) or (D) Code V Amount (D) Price A 10,000 (1) A \$ 0 (2)	391,584 (3)	D	

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

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

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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 of Underlying Shares
Employee Stock Option (Right to Purchase)	\$ 3.08 <sup>(4)</sup>					<sup>(5)</sup> 08/15/2011	Common Stock	389, <sup>(3)</sup>
Employee Stock Option (Right to Purchase)	\$ 22.01 <sup>(4)</sup>					<sup>(6)</sup> 05/13/2012	Common Stock	60, <sup>(3)</sup>
Employee Stock Option (Right to Purchase)	\$ 14.18	07/01/2008		A	40,000	07/01/2009 <sup>(7)</sup> 07/01/2018	Common Stock	40,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BROWN DAVID ALAN 1170 PEACHTREE STREET SUITE 900 ATLANTA, GA 30309			Executive Vice President	

## Signatures

/s/Brendan M. Gibbons, Attorney-in-Fact for David A. Brown  
 \*\*Signature of Reporting Person  
 07/03/2008  
 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) These shares are subject to restrictions that lapse in four equal installments beginning on July 1, 2009.
- (2) Granted at no cost to the reporting person.
- (3) The amount of the securities beneficially owned following the transactions reported in this Form 4 reflects a two-for-one stock split effected on June 6, 2006 (the "Stock Split").

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- (4) The exercise price of the derivative securities reported in this Form 4 reflects the Stock Split.
- (5) These options are all exercisable.
- (6) These options are exercisable in four equal, annual installments beginning on May 13, 2006.
- (7) These shares are subject to restrictions that lapse in four equal installments beginning on July 1, 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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