

TIFFANY & CO  
Form 8-K  
May 19, 2011

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

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FORM 8-K  
CURRENT REPORT

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Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

Date of Report: May 19, 2011

TIFFANY & CO.

(Exact name of Registrant as specified in its charter)

|  |                                       |   |
|--|---------------------------------------|---|
| Delaware<br>(State or other jurisdiction<br>of incorporation)                          | 1-9494<br>(Commission<br>File Number) | 13-3228013<br>(I.R.S. Employer<br>Identification No.) |
| 727 Fifth Avenue, New York, New<br>York<br>(Address of principal executive<br>offices) |                                       | 10022<br>(Zip Code)                                   |

Registrant's telephone number, including area code: (212) 755-8000

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))



Item 8.01. Other Events.

On May 19, 2011, Registrant issued a press release announcing that its Board of Directors has declared a 16% increase in the quarterly dividend rate on its Common Stock. This action increases the rate from \$0.25 per share to a new rate of \$0.29 per share, effective with the next payment in July.

A copy of the May 19, 2011 press release is attached hereto as Exhibit 99.1 to this Form 8-K.

Item 9.01. Financial Statements and Exhibits.

(c) Exhibits

99.1 Press Release dated May 19, 2011.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

TIFFANY & CO.

BY:                    /s/ Patrick B. Dorsey  
                             Patrick B. Dorsey  
                             Senior Vice President, Secretary  
                             and  
                             General Counsel

Date: May 19, 2011



EXHIBIT INDEX

| Exhibit No. | Description  |
|-------------|--|
| 99.1        | Text of Press Release issued by Tiffany & Co., dated May 19, 2011. |