

# FORM 4

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

| OMB APPROVAL                                   |           |
|--|-----------|
| OMB Number:                                    | 3235-0287 |
| Estimated average burden hours per response... | 0.5       |

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

(Print or Type Responses)

|   |         |          |   |  |  |   |  |  |
|---|---------|----------|---|--|--|---|--|--|
| 1. Name and Address of Reporting Person*<br>O'Meara Aidan |         |          | 2. Issuer Name and Ticker or Trading Symbol<br>V F CORP [VFC]                           |  |  | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br>Director _____ 10% Owner _____<br><input checked="" type="checkbox"/> Officer (give title below) _____ Other (specify below) _____<br><b>Vice President &amp; Group Pres.</b> |  |  |
| (Last)  | (First) | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year)<br>08/18/2017                          |  |  | 6. Individual or Joint/Group Filing (Check Applicable Line)<br><input checked="" type="checkbox"/> Form filed by One Reporting Person<br><input type="checkbox"/> Form filed by More than One Reporting Person  |  |  |
| 105 CORPORATE CENTER BLVD                                 |         |          | 4. If Amendment, Date Original Filed (Month/Day/Year)                                   |  |  |   |  |  |
| (Street)<br>GREENSBORO, NC 27408                          |         |          |   |  |  |   |  |  |
| (City)  | (State) | (Zip)    | <b>Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned</b> |  |  |   |  |  |

| 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  | (A) or (D) | Price     |   |  |   |
| Common Stock                    | 08/18/2017                           |  | M                              |   | 29,336  | A          | \$ 18.72  | 120,680   | D  |   |
| Common Stock                    | 08/18/2017                           |  | S                              |   | 11,362  | D          | \$ 62.5   | 109,318   | D  |   |
| Common Stock                    | 08/18/2017                           |  | S                              |   | 1,100   | D          | \$ 62.51  | 108,218   | D  |   |
| Common Stock                    | 08/18/2017                           |  | S                              |   | 1,600   | D          | \$ 62.52  | 106,618   | D  |   |
| Common Stock                    | 08/18/2017                           |  | S                              |   | 2,740   | D          | \$ 62.53  | 103,878   | D  |   |
| Common Stock                    | 08/18/2017                           |  | S                              |   | 140   | D          | \$ 62.531 | 103,738   | D  |   |
| Common Stock                    | 08/18/2017                           |  | S                              |   | 600   | D          | \$ 62.54  | 103,138   | D  |   |
| Common Stock                    | 08/18/2017                           |  | S                              |   | 1,111   | D          | \$ 62.55  | 102,027   | D  |   |
| Common Stock                    | 08/18/2017                           |  | S                              |   | 1,200   | D          | \$ 62.56  | 100,827   | D  |   |
| Common Stock                    | 08/18/2017                           |  | S                              |   | 1,200   | D          | \$ 62.57  | 99,627  | D  |   |
| Common Stock                    | 08/18/2017                           |  | S                              |   | 2,070   | D          | \$ 62.571 | 97,557  | D  |   |
| Common Stock                    | 08/18/2017                           |  | S                              |   | 1,650   | D          | \$ 62.58  | 95,907  | D  |   |
| Common Stock                    | 08/18/2017                           |  | S                              |   | 70  | D          | \$ 62.581 | 95,837  | D  |   |
| Common Stock                    | 08/18/2017                           |  | S                              |   | 710   | D          | \$ 62.59  | 95,127  | D  |   |
| Common Stock                    | 08/18/2017                           |  | S                              |   | 1,100   | D          | \$ 62.6   | 94,027  | D  |   |
| Common Stock                    | 08/18/2017                           |  | S                              |   | 1,600   | D          | \$ 62.601 | 92,427  | D  |   |
| Common Stock                    | 08/18/2017                           |  | S                              |   | 1,083   | D          | \$ 62.61  | 91,344  | 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)

| 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) |   |     |        | 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 Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--|--|--------------------------------------|--|--------------------------------|---|-----|--------|--|-----------------|---|----------------------------|--|--|--|--|
|  |  |                                      |  | Code                           | V | (A) | (D)    | Date Exercisable   | Expiration Date | Title   | Amount or Number of Shares |  |  |  |  |
| 2010 Non-qualified Stock Option (Right to Buy) | \$ 18.72   | 08/18/2017                           |  | M                              |   |     | 29,336 | (1)  | 02/15/2020      | Common Stock  | 29,336                     | \$ 0                                       | 0  | D  |  |
| 2011 Non-qualified Stock Option (Right to Buy) | \$ 23.89   |                                      |  |                                |   |     |        | (2)  | 02/23/2021      | Common Stock  | 38,896                     |  | 38,896   | D  |  |
| 2012 Non-qualified Stock Option (Right to Buy) | \$ 36.4  |                                      |  |                                |   |     |        | (3)  | 02/20/2022      | Common Stock  | 29,996                     |  | 29,996   | D  |  |
| 2013 Non-qualified Stock Option (Right to Buy) | \$ 40.49   |                                      |  |                                |   |     |        | (4)  | 02/19/2023      | Common Stock  | 29,544                     |  | 29,544   | D  |  |
| 2014 Non-qualified Stock Option (Right to Buy) | \$ 56.79   |                                      |  |                                |   |     |        | (5)  | 02/18/2024      | Common Stock  | 21,388                     |  | 21,388   | D  |  |
| 2015 Non-qualified Stock Option (Right to Buy) | \$ 75.35   |                                      |  |                                |   |     |        | (6)  | 02/17/2025      | Common Stock  | 18,082                     |  | 18,082   | D  |  |
| 2016 Non-qualified Stock Option (Right to Buy) | \$ 61.29   |                                      |  |                                |   |     |        | (7)  | 02/23/2026      | Common Stock  | 21,299                     |  | 21,299   | D  |  |
| 2017 Non-qualified Stock Option (Right to Buy) | \$ 53.47   |                                      |  |                                |   |     |        | (8)  | 02/21/2027      | Common Stock  | 50,684                     |  | 50,684   | D  |  |

## Reporting Owners

| Reporting Owner Name / Address                                     | Relationships |           |                              |       |
|--|---------------|-----------|------------------------------|-------|
|  | Director      | 10% Owner | Officer                      | Other |
| O'Meara Aidan<br>105 CORPORATE CENTER BLVD<br>GREENSBORO, NC 27408 |               |           | Vice President & Group Pres. |       |

## Signatures

|  |  |                     |
|--|--|---------------------|
| Mark R. Townsend for Aidan O'Meara (Pursuant to Signing Authority on File) |  | 08/21/2017          |
| <small>**Signature of Reporting Person</small>                             |  | <small>Date</small> |

## 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 option vested as follows: 18,446 shares vested on 02/16/2011; 18,445 shares vested on 02/16/2012; and 18,445 shares vested on 02/16/2013.
- (2) This option vested as follows: 12,966 shares vested on 02/24/12; 12,965 shares vested on 02/24/13; and 12,965 shares vested on 02/24/14.
- (3) This option vested as follows: 9,999 shares vested on 02/21/13; 9,999 shares vested on 02/21/14; and 9,998 shares vested on 02/21/15.
- (4) This option vested as follows: 9,848 shares vested on 02/20/14; 9,848 shares vested on 02/20/15; and 9,848 shares vested on 02/20/16.
- (5) This option vested as follows: 7,130 shares vested on 02/19/15; 7,129 shares vested on 02/19/16; and 7,129 shares vested on 02/19/17.
- (6) This option vests as follows: 6,028 shares vested on 02/18/16; 6,027 shares vested on 02/18/17; and 6,027 shares will vest on 02/18/18.
- (7) This option vests as follows: 7,100 shares vested on 02/23/17; 7,100 shares will vest on 02/23/18; and 7,099 shares will vest on 02/23/19.
- (8) This option vests as follows: 16,895 shares will vest on 02/22/18; 16,895 shares will vest on 02/22/19; and 16,894 shares will vest on 02/22/20.

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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