

FORM 4

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

OMB APPROVAL
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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* SHEARER ROBERT K <small>(Last) (First) (Middle)</small> 105 CORPORATE CENTER BLVD <small>(Street)</small> GREENSBORO, NC 27408 <small>(City) (State) (Zip)</small>	2. Issuer Name and Ticker or Trading Symbol V F CORP [VFC] 3. Date of Earliest Transaction (Month/Day/Year) 02/18/2010 4. If Amendment, Date Original Filed(Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) CFO 6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
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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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	02/18/2010		M		80,000	A	\$ 40.90	143,806	D	
Common Stock	02/18/2010		S		40,000	D	\$ 76.0601	103,806	D	
Common Stock	02/18/2010		S		607	D	\$ 76.24	103,199	D	
Common Stock	02/18/2010		S		100	D	\$ 76.241	103,099	D	
Common Stock	02/18/2010		S		400	D	\$ 76.25	102,699	D	
Common Stock	02/18/2010		S		100	D	\$ 76.265	102,599	D	
Common Stock	02/18/2010		S		911	D	\$ 76.27	101,688	D	
Common Stock	02/18/2010		S		100	D	\$ 76.29	101,588	D	
Common Stock	02/18/2010		S		100	D	\$ 76.30	101,488	D	
Common Stock	02/18/2010		S		37,682	D	\$ 76.3329	63,806	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)		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 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				
2002 Non-Qualified Stock Option (right to buy)	\$ 40.90	02/18/2010		M		80,000	(D)	02/14/2012	Common Stock	80,000	\$ 0	0	D	

Reporting Owners

	Relationships
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Reporting Owner Name / Address	Director	10% Owner	Officer	Other
SHEARER ROBERT K 105 CORPORATE CENTER BLVD GREENSBORO, NC 27408			CFO	

Signatures

Mark R. Townsend for Robert K. Shearer (Pursuant to Signing Authority on File)	02/22/2010
 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) This option vested as follows: 26,667 shares vested on 02/15/2003; 26,667 shares vested on 02/15/2004; and 26,666 shares vested on 02/15/2005.

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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