

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

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

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

(Print or Type Responses)

1. Name and Address of Reporting Person * Batten Bradley W			2. Issuer Name and Ticker or Trading Symbol V F CORP [VFC]			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) CAO		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 01/28/2011					
105 CORPORATE CENTER BLVD								
(Street)			4. If Amendment, Date Original Filed (Month/Day/Year)			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		
GREENSBORO, NC 27408								
(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. 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)			

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)

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	Title	Amount or Number of Shares				
Phantom Stock (1)	(2)	01/28/2011		A		2,707.5279	(3)	(5)	(6)	Common Stock	2,707.5279	\$ 0 (4)	24,458.4224	D	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Batten Bradley W 105 CORPORATE CENTER BLVD GREENSBORO, NC 27408			CAO	

Signatures

Mark R Townsend for Bradley W. Batten (Pursuant to Signing Authority on File)	01/31/2011
<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) Represents units of ownership as a participant in the VF Common Stock Fund of the Executive Deferred Savings Plan to be settled 100% in cash upon reporting person's retirement or on specified dates thereafter. Account statements report fund transactions and balances as cash amounts, so the number of phantom stock units reported as acquired is based on the 01/28/2011 account value divided by the 01/28/2011 market price.
- (2) This column should have an entry which reads "1 for 1". Represents units of ownership as a participant in the VF Common Stock Fund of the Executive Deferred Savings Plan to be settled 100% in cash upon reporting person's retirement or on specified dates thereafter. Account statements report fund transactions and balances as cash amounts, so the number of phantom stock units reported as acquired is based on the 01/28/2011 account value divided by the 01/28/2011 market price.
- (3) Represents units of ownership as a participant in the VF Common Stock Fund of the Executive Deferred Savings Plan to be settled 100% in cash upon reporting person's retirement or on specified dates thereafter. Account statements report fund transactions and balances as cash amounts, so the number of phantom stock units reported as acquired is based on the 01/28/2011 account value divided by the 01/28/2011 market price. Each PSU was acquired at the election of the Officer by deferring \$81.45 (estimated) of earnings per PSU.
- (5) There is no date that should appear in these columns. These columns are not applicable to this particular filing.
- (6) There is no date that should appear in these columns. These columns are not applicable to this particular filing.

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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