

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

(Print or Type Responses)

1. Name and Address of Reporting Person * Welton Rustin			2. Issuer Name and Ticker or Trading Symbol Kontoor Brands, Inc. [KTB]			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) Vice President and CFO				
(Last) (First) (Middle) KONTOOR BRANDS, INC., 400 NORTH ELM STREET			3. Date of Earliest Transaction (Month/Day/Year) 05/28/2019							
(Street) GREENSBORO, NC 27401			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				
(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)	3A. 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	05/28/2019 ⁽¹⁾		A		794.587 ⁽²⁾ ⁽³⁾	A	⁽²⁾ ⁽³⁾	794.587	D	
Common Stock	05/28/2019 ⁽¹⁾		A		861.074 ⁽⁴⁾	A	⁽⁴⁾	1,655.661	D	
Common Stock	05/28/2019 ⁽¹⁾		A		32,054.143 ⁽⁵⁾	A	⁽⁵⁾	33,709.804	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
Stock Option (Right to Buy)	\$ 31.065	05/28/2019 ⁽¹⁾		A		16,180 ⁽⁶⁾		⁽⁷⁾	02/17/2025	Common Stock	16,180	⁽⁶⁾	16,180	D	
Stock Option (Right to Buy)	\$ 25.2684	05/28/2019 ⁽¹⁾		A		19,060 ⁽⁶⁾		⁽⁸⁾	02/22/2026	Common Stock	19,060	⁽⁶⁾	19,060	D	
Stock Option (Right to Buy)	\$ 22.0444	05/28/2019 ⁽¹⁾		A		23,358 ⁽⁶⁾		⁽⁹⁾	02/21/2027	Common Stock	23,358	⁽⁶⁾	23,358	D	
Stock Option (Right to Buy)	\$ 30.8383	05/28/2019 ⁽¹⁾		A		15,094 ⁽⁶⁾		⁽¹⁰⁾	02/20/2028	Common Stock	15,094	⁽⁶⁾	15,094	D	

Reporting Owners

Reporting Owner Name /	Relationships

Address	Director	10% Owner	Officer	Other
Welton Rustin KONTOOR BRANDS, INC. 400 NORTH ELM STREET GREENSBORO, NC 27401			Vice President and CFO	

Signatures

/s/ Laurel Krueger, Attorney-in-Fact		05/30/2019
 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).

Numbers measured based on the equity awards held by the Reporting Person as of May 22, 2019. All equity awards held by the Reporting Person were subject to adjustment and

(1) conversion following the Distribution (as defined below) subject to the terms of the the Employee Matters Agreement, dated as of March 22, 2019, by and between Kontoor Brands, Inc. and VF Corporation ("EMA"), with such measurement period beginning on May 20, 2019 and ending on the close of trading on May 28, 2019.

Represents the grant of restricted stock units ("Kontoor Brands RSUs") with respect to shares of common stock of Kontoor Brands, Inc. ("Kontoor Brands"), without par value ("Kontoor Brands Common Stock"), upon the conversion of restricted stock units with respect to shares of common stock of VF Corporation ("VF"), without par value and stated capital

(2) of \$0.25 per share ("VF Common Stock"), held by the Reporting Person as of May 22, 2019, in accordance with the terms of EMA and the anti-dilution adjustment provisions under the VF 1996 Stock Compensation Plan ("VF Stock Plan"), in connection with the prorata spinoff distribution ("Distribution") by VF of all of its shares of Kontoor Brands Common Stock to the holders of record of VF Common Stock on May 10, 2019 ("Record Date").

The Kontoor Brands RSUs were granted pursuant to the Kontoor Brands 2019 Stock Compensation Plan ("Kontoor Brands Stock Plan") in a manner intended to preserve the aggregate

(3) intrinsic value of the awards, and are generally subject to the same terms and conditions (including vesting and payment schedules) as applicable to the corresponding VF restricted stock units.

Represents the grant of Kontoor Brands RSUs with respect to shares of Kontoor Brands Common Stock upon the conversion of performance-based restricted stock units with respect to shares of VF Common Stock, held by the Reporting Person as of May 22, 2019, in accordance with the terms of the EMA and the anti-dilution adjustment provisions of the VF Stock

(4) Plan in connection with the Distribution. The Kontoor Brands RSUs were granted pursuant to the Kontoor Brands Stock Plan in a manner intended to preserve the aggregate intrinsic value of the awards, and are generally subject to the same terms and conditions as applicable to the corresponding VF restricted stock units; however, any performance-based restrictions have been waived, and such Kontoor Brands RSUs are only subject to time-based vesting restrictions.

Represents the grant of Kontoor Brands restricted stock with respect to shares of Kontoor Brands Common Stock upon the conversion of restricted stock with respect to shares of VF Common Stock, held by the Reporting Person as of May 22, 2019, in accordance with the terms of the EMA and the anti-dilution adjustment provisions of the VF Stock Plan in

(5) connection with the Distribution. The shares of Kontoor Brands restricted stock were granted pursuant to the Kontoor Brands Stock Plan in a manner intended to preserve the aggregate intrinsic value of the awards, and are generally subject to the same terms and conditions (including vesting and payment schedules) as applicable to the corresponding VF restricted stock.

Represents the grant of stock options to purchase Kontoor Brands Common Stock ("Kontoor Brands Options") upon the conversion of stock options to purchase VF Common Stock ("VF Options"), in accordance with the terms of the EMA and the anti-dilution adjustment provisions under the VF Stock Plan, in connection with the Distribution. The Kontoor Brands

(6) Options were granted pursuant to the Kontoor Brands Stock Plan in a manner intended to preserve the aggregate intrinsic value of the awards, and are generally subject to the same terms and conditions (including vesting, exercise and expiration schedules) as applicable to the corresponding VF Options.

(7) This option vests as follows: 5,394 shares vest on 2/18/2016; 5,394 shares vest on 2/18/2017; and 5,392 shares vest on 2/18/2018.

(8) This option vests as follows: 6,354 shares vest on 2/23/2017; 6,352 shares vest on 2/23/2018; and 6,354 shares vest on 2/23/2019.

(9) This option vests as follows: 7,786 shares vest on 2/22/2018; 7,786 shares vest on 2/22/2019; and 7,786 shares vest on 2/22/2020.

(10) This option vests as follows: 5,033 shares vest on 2/21/2019; 5,030 shares vest on 2/21/2020; and 5,031 shares vest on 2/21/2021.

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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