

COLGATE PALMOLIVE CO  
Form 4  
February 10, 2010

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
LEWIS DELANO E

(Last) (First) (Middle)

C/O COLGATE PALMOLIVE COMPANY, 300 PARK AVENUE

(Street)

NEW YORK, NY 10022

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
COLGATE PALMOLIVE CO [CL]

3. Date of Earliest Transaction (Month/Day/Year)  
02/08/2010

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**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 Ownership (Instr. 4)
				Code V Amount (A) or (D) Price			
Common Stock	02/08/2010		M <sup>(1)</sup>	4,000 A \$ 56.675	18,991	D	
Common Stock	02/08/2010		M <sup>(1)</sup>	4,000 A \$ 55.725	22,991	D	
Common Stock	02/08/2010		M <sup>(1)</sup>	4,000 A \$ 50.89	26,991	D	
Common Stock	02/08/2010		M <sup>(1)</sup>	4,000 A \$ 55.415	30,997	D	
Common Stock	02/08/2010		M <sup>(1)</sup>	4,000 A \$ 53.915	34,991	D	

Edgar Filing: COLGATE PALMOLIVE CO - Form 4

Common Stock	02/08/2010		<u>M</u> <sup>(1)</sup>	4,000	A	\$ 54.7	38,991	D
Common Stock	02/08/2010		<u>M</u> <sup>(1)</sup>	2,666	A	\$ 68.87	41,657	D
Common Stock	02/08/2010		<u>M</u> <sup>(1)</sup>	1,333	A	\$ 74.92	42,990	D
Common Stock	02/08/2010		<u>F</u> <sup>(2)</sup>	20,139	D	\$ 79.09	22,851	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)	Amount or Number of Shares
Stock Option (Right to Buy)	\$ 56.675	02/08/2010		<u>M</u> <sup>(1)</sup>	4,000	09/17/2004 <sup>(3)</sup> 09/17/2011	Common Stock	4,000
Stock Option (Right to Buy)	\$ 55.725	02/08/2010		<u>M</u> <sup>(1)</sup>	4,000	02/19/2005 <sup>(3)</sup> 02/19/2012	Common Stock	4,000
Stock Option (Right to Buy)	\$ 50.89	02/08/2010		<u>M</u> <sup>(1)</sup>	4,000	02/18/2006 <sup>(3)</sup> 02/18/2013	Common Stock	4,000
Stock Option (Right to Buy)	\$ 55.415	02/08/2010		<u>M</u> <sup>(1)</sup>	4,000	02/17/2007 <sup>(3)</sup> 02/17/2014	Common Stock	4,000

Stock Option (Right to Buy)	\$ 53.915	02/08/2010	M <sup>(1)</sup>	4,000	02/17/2008 <sup>(3)</sup>	02/17/2015	Common Stock	4,000
Stock Option (Right to Buy)	\$ 54.7	02/08/2010	M <sup>(1)</sup>	4,000	02/17/2009 <sup>(3)</sup>	02/17/2016	Common Stock	4,000
Stock Option (Right to Buy)	\$ 68.87	02/08/2010	M <sup>(1)</sup>	2,666	02/20/2008 <sup>(4)</sup>	02/20/2017	Common Stock	2,666
Stock Option (Right to Buy)	\$ 74.92	02/08/2010	M <sup>(1)</sup>	1,333	02/19/2009 <sup>(4)</sup>	02/19/2018	Common Stock	1,333

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LEWIS DELANO E C/O COLGATE PALMOLIVE COMPANY 300 PARK AVENUE NEW YORK, NY 10022	X			

## Signatures

Nina D. Gillman by power of attorney  
Date: 02/10/2010

\_\_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) Exercise of stock options awarded under the issuer's Non-Employee Director Stock Option Plan.
- (2) The exercise price of the options was satisfied by the Company's withholding shares otherwise deliverable upon exercise of the options.
- (3) Option became 100% exercisable on the date shown in this column.
- (4) Option becomes exercisable in one-third increments on each anniversary date, with the first third becoming exercisable on the date shown in this column.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.