Wallace Noel R. Form 4 August 06, 2010

FORM 4

Check this box

if no longer

subject to

Section 16.

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

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

Form 4 or Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations Section 17(a) of the Public Utility Holding Company Act of 1935 or Section may continue. 30(h) of the Investment Company Act of 1940 See Instruction 1(b).

OMB

Number:

Expires: 2005 Estimated average burden hours per

OMB APPROVAL

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January 31,

response... 0.5

10% Owner

7. Nature of

Ownership

(Instr. 4)

Indirect

(Print or Type Responses)

1. Name and Address of Reporting Person * Wallace Noel R.

2. Issuer Name and Ticker or Trading Symbol

COLGATE PALMOLIVE CO [CL]

5. Relationship of Reporting Person(s) to

Issuer

(Last)

(First)

(Middle)

3. Date of Earliest Transaction

(Month/Day/Year) 08/04/2010

(Check all applicable)

COLGATE-PALMOLIVE COMPANY, 300 PARK AVENUE

(Street)

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

X_ Officer (give title Other (specify below) below) Pres.- Colgate No. America

6. Individual or Joint/Group Filing(Check

Applicable Line)

Director

X Form filed by One Reporting Person Form filed by More than One Reporting Person

NEW YORK, NY 10022

(City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1. Title of 2. Transaction Date 2A. Deemed 3. 4. Securities Acquired 5. Amount of Security (Month/Day/Year) Execution Date, if Transaction(A) or Disposed of (D) Securities Ownership (Instr. 3) Code (Instr. 3, 4 and 5) Beneficially Form: Direct Beneficial (Month/Day/Year) Owned (Instr. 8) (D) or Following Indirect (I) Reported (Instr. 4) (A) Transaction(s) (Instr. 3 and 4) Code V Amount Price Common 08/04/2010 $M^{(1)}$ 4,300 A \$ 54.4 50,905 D Stock Common 08/04/2010 $F^{(2)}$ 3,469 D \$ 78.06 47,436 D Stock Common $S^{(3)}$ D 08/05/2010 130 47,306 Stock Common 08/06/2010 S 701 \$ 76.07 46,605 D Stock Common 2,918 Ι Stock

1

By

Issuer's 401(k)

Plan Trustee

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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)	ransaction of Derivative ode Securities		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (Right to Buy)	\$ 54.4	08/04/2010		M(1)		4,300	09/09/2007	09/09/2010	Common Stock	4,300

Reporting Owners

Reporting Owner Name / Address	Kelationships					
. 0	Director 10% Owner		Officer	Other		
Wallace Noel R. COLGATE-PALMOLIVE COMPANY 300 PARK AVENUE NEW YORK, NY 10022			Pres Colgate No. America			

Signatures

Nina D. Gillman by power of attorney 08/06/2010

**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 employee stock option plan.

Reporting Owners 2

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- (2) The exercise price of the options and related withholding requirement was satisfied by the Company's withholding shares otherwise deliverable upon exercise of the options.
- (3) Sale of shares (with proceeds delivered to the Company) for payment of tax liability above minimum required statutory withholding (but not in excess of full applicable statutory tax rates) incident to the exercise of the option under the issuer's employee stock option plan.

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.