

ROCK ROBERT H  
Form 4  
May 11, 2011

**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 \*  
**ROCK ROBERT H**

(Last) (First) (Middle)  
**1313 LAFAYETTE ROAD**  
  
(Street)  
**GLADWYNE, PA 19035**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**Alberto-Culver CO [ACV]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**05/10/2011**

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)
				(A) or (D)	Price		
Common Stock	05/10/2011		D	V	11,122 \$ 37.5	D	

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)**

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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. F...	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Director Stock Option (Right to Buy)	\$ 10.6224	05/10/2011		D	9,221	<u>(1)</u> 01/23/2012	Common Stock	9,221	
Director Stock Option (Right to Buy)	\$ 13.9192	05/10/2011		D	9,221	<u>(1)</u> 01/22/2013	Common Stock	9,221	
Director Stock Option (Right to Buy)	\$ 16.873	05/10/2011		D	9,221	<u>(1)</u> 01/21/2014	Common Stock	9,221	
Director Stock Option (Right to Buy)	\$ 21.8486	05/10/2011		D	9,221	<u>(1)</u> 01/26/2015	Common Stock	9,221	
Director Stock Option (Right to Buy)	\$ 18.0422	05/10/2011		D	9,221	<u>(1)</u> 01/25/2016	Common Stock	9,221	
Director Stock Option (Right to Buy)	\$ 23.1	05/10/2011		D	6,500	<u>(1)</u> 01/24/2017	Common Stock	6,500	

## Reporting Owners

Reporting Owner Name / Address

Relationships

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Director   10% Owner   Officer   Other

ROCK ROBERT H  
1313 LAFAYETTE ROAD            X  
GLADWYNE, PA 19035

## Signatures

/s/James M. Spira as attorney-in-fact for Robert H.  
Rock

05/11/2011

\_\_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 is exercisable in full.

(2) The price of the derivative security is calculated by subtracting the exercise price of the derivative security in column 2 from \$37.50.

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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