

Demsey John
Form 4
November 06, 2009

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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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 *
Demsey John

2. Issuer Name and Ticker or Trading Symbol
ESTEE LAUDER COMPANIES INC [EL]

5. Relationship of Reporting Person(s) to Issuer
(Check all applicable)
 Director 10% Owner
 Officer (give title below) Other (specify below)
Group President

(Last) (First) (Middle)
THE ESTEE LAUDER COMPANIES INC., 767 FIFTH AVENUE
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
11/05/2009

NEW YORK, NY 10153
(City) (State) (Zip)

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

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 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)
				(A) or (D)	Price		
Class A Common Stock	11/05/2009		M ⁽¹⁾	16,667 A	\$ 39.56	28,491.2	D
Class A Common Stock	11/05/2009		S ⁽¹⁾	16,667 D	\$ 45.5	11,824.2	D
Class A Common Stock	11/06/2009		S	100 D	\$ 45.31	11,724.2	D

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Class A Common Stock	11/06/2009		S	500	D	\$ 45.32	11,224.2	D
Class A Common Stock	11/06/2009		S	100	D	\$ 45.33	11,124.2	D
Class A Common Stock	11/06/2009		S	400	D	\$ 45.35	10,724.2	D
Class A Common Stock	11/06/2009		S	1,100	D	\$ 45.36	9,624.2	D
Class A Common Stock	11/06/2009		S	900	D	\$ 45.37	8,724.2	D
Class A Common Stock	11/06/2009		S	100	D	\$ 45.38	8,624.2	D
Class A Common Stock	11/06/2009		S	100	D	\$ 45.4	8,524.2	D
Class A Common Stock	11/06/2009		S	100	D	\$ 45.43	8,424.2	D
Class A Common Stock	11/06/2009		S	500	D	\$ 45.45	7,924.2	D
Class A Common Stock	11/06/2009		S	2,100	D	\$ 45.5	5,824.2	D
Class A Common Stock	11/06/2009		S	5,804	D	\$ 45.59	20.2	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.

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(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	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivative Securities	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option (Right to Buy)	\$ 39.56	11/05/2009	M ⁽¹⁾	16,667					01/01/2009	09/20/2016	Class A Common Stock	16,667

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Demsey John THE ESTEE LAUDER COMPANIES INC. 767 FIFTH AVENUE NEW YORK, NY 10153			Group President	

Signatures

John Demsey, by Charles E. Reese, II, attorney-in-fact	11/06/2009
**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) The exercise of stock options and the sale of the underlying shares of Class A Common Stock were made pursuant to a plan intended to comply with Rule 10b5-1(c), previously entered into on September 7, 2007, and last amended on February 10, 2009.
- (2) Not applicable.
- (3) The Reporting Person also has options to purchase at various prices 225,834 shares of Class A Common Stock of which 37,500 are currently exercisable.

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.