

COLGATE PALMOLIVE CO  
Form 4  
November 07, 2007

**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, 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 \*  
**MARK REUBEN**

(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)  
**11/05/2007**

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock <sup>(1)</sup>					6,155,150	D	
Common Stock	11/05/2007		M <sup>(2)</sup>		520,000	A	\$ 46.7813
Common Stock	11/05/2007		M <sup>(2)</sup>		520,000	A	\$ 43.6625
Common Stock	11/05/2007		M <sup>(2)</sup>		520,000	A	\$ 40.5438
Common Stock	11/05/2007		M <sup>(2)</sup>		520,000	A	\$ 37.425
					8,235,150	D	

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Common Stock	11/05/2007	M <sup>(2)</sup>	520,000	A	\$ 34.3063	8,755,150	D	
Common Stock	11/05/2007	M <sup>(2)</sup>	1,300,000	A	\$ 53.0188	10,055,150	D	
Common Stock	11/05/2007	F <sup>(3)</sup>	3,133,525	D	\$ 75.37	6,921,625	D	
Common Stock	11/06/2007	S <sup>(4)</sup>	285,000	D	\$ 75.3697 (4)	6,636,625	D	
Common Stock	11/05/2007	M <sup>(5)</sup>	1,300,000	A	\$ 53.0188	1,300,000	I	By LLC (5)
Common Stock	11/05/2007	F <sup>(6)</sup>	914,482	D	\$ 75.37	385,518	I	By LLC (5)
Common Stock						300,000	I	By LLC (7)

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 Security (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Am Nur Sha
Stock Option (Right to Buy)	\$ 34.3063	11/05/2007		M <sup>(2)</sup>	520,000	11/07/1998 <sup>(8)</sup>	11/06/2007	Common Stock	52
Stock Option (Right to Buy)	\$ 37.425	11/05/2007		M <sup>(2)</sup>	520,000	11/07/1999 <sup>(8)</sup>	11/06/2007	Common Stock	52
Stock Option (Right to Buy)	\$ 40.5438	11/05/2007		M <sup>(2)</sup>	520,000	11/07/2000 <sup>(8)</sup>	11/06/2007	Common Stock	52



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- In 1998 Mr. Mark transferred this portion of the 1997 option grant to a family limited liability company owned by Mr. Mark's spouse and
- (5) several trusts for the benefit of his children and grandchildren ("LLC"), which also exercised the options transferred to it at the end of their term. Mr. Mark disclaims beneficial ownership in the shares held by the LLC to the extent he has no pecuniary interest therein.
  - (6) The exercise price of the options held by the family LLC was satisfied by the Company's withholding shares otherwise deliverable upon exercise of the options.
  - (7) Mr. Mark holds these shares through an LLC of which he is the sole member.
  - (8) Option became 100% 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.

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