### Edgar Filing: PASSERINI FILIPPO - Form 4

| PASSERIN   | I FILIPPO   |                              |          |                            |  |                  |                                  |   |   |                          |  |  |
|--|---|------------------------------|----------|----------------------------|--|------------------|----------------------------------|---|---|--------------------------|--|--|
| Form 4<br>September  | 17 2000   |                              |          |                            |  |                  |                                  |   |   |                          |  |  |
| FORM   | ЛЛ  |                              |          |                            |  |                  |                                  |   |   | APPROVAL                 |  |  |
|  | UNITED  | STATES                       |          |                            |  |                  | ANGE (                           | COMMISSION  | OMB<br>Number:  | 3235-0287                |  |  |
| Check t<br>if no lor<br>subject<br>Section<br>Form 4<br>Form 5   | Washington, D.C. 20549<br>F CHANGES IN BENEFICIAL OWNERSHIP<br>SECURITIES<br>Section 16(a) of the Securities Exchange Act of 19 |                              |          |                            |  |                  | Estimate<br>burden h<br>response | •   |   |                          |  |  |
| obligations<br>may continue.<br>See InstructionSection 17(a) of the Public Utility Holding Company Act of 1935 or Section<br>30(h) of the Investment Company Act of 19401(b).30(h) of the Investment Company Act of 1940 |   |                              |          |                            |  |                  |                                  |   |   |                          |  |  |
| (Print or Type   | Responses)  |                              |          |                            |  |                  |                                  |   |   |                          |  |  |
| 1. Name and Address of Reporting Person _2.PASSERINI FILIPPOSyn  |   |                              |          | er Name <b>an</b>          |  |                  | c                                | 5. Relationship of Reporting Person(s) to Issuer  |   |                          |  |  |
|  |   | <b></b>                      |          | FER & G                    |  |                  | [PG]                             | (Check all applicable)  |   |                          |  |  |
| (Last)   | (First) (I  | Middle)                      |          | of Earliest T<br>Day/Year) | ransaction   |                  |                                  | Director 10% Owner  |   |                          |  |  |
| ONE PRO<br>PLAZA   | CTER AND GAN  | 1BLE                         | 09/15/2  | -                          |  |                  |                                  | X_ Officer (giv<br>below)<br>Chief Infe   | title C<br>below)<br>be and Global S                              |                          |  |  |
|  | (Street)  |                              | 4. If Am | endment, D                 | ate Origina  | al               |                                  | 6. Individual or J  | oint/Group F  | iling(Check              |  |  |
| Filed(Mo<br>CINCINNATI, OH 45202   |   |                              |          | /Ionth/Day/Year)           |  |                  |                                  | Applicable Line)<br>_X_ Form filed by One Reporting Person<br>Form filed by More than One Reporting |   |                          |  |  |
| (City)   | (State)   | (Zip)                        | Tah      | le I - Non-l               | Dorivativa   | Sacu             | ritios A c                       | Person<br>quired, Disposed  | of or Bonofic   | ially Owned              |  |  |
| 1.Title of<br>Security<br>(Instr. 3)   | 2. Transaction Date<br>(Month/Day/Year)   | 2A. Deen<br>Execution<br>any | ned      | 4. Securi<br>on(A) or Di   | ecurities Acquired 5. Amount of<br>or Disposed of (D) Securities<br>tr. 3, 4 and 5) Beneficially<br>Owned<br>Following<br>Reported |                  |                                  | 6.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)  | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |                          |  |  |
| 6  |   |                              |          | Code V                     | Amount   | (A)<br>or<br>(D) | Price                            | Transaction(s)<br>(Instr. 3 and 4)  | (Instr. 4)  |                          |  |  |
| Common<br>Stock  | 09/15/2009  |                              |          | А                          | 2,147  | А                | \$0                              | 43,846.358  | D   |                          |  |  |
| Common<br>Stock  | 09/15/2009  |                              |          | F                          | 286 <u>(2)</u>   | D                | \$<br>55.26                      | 43,560.358  | D   |                          |  |  |
| Common<br>Stock  |   |                              |          |                            |  |                  |                                  | 1,327.83  | Ι   | By daughter<br>Chiara    |  |  |
| Common<br>Stock  |   |                              |          |                            |  |                  |                                  | 1,304.833   | Ι   | By daughter<br>Marta     |  |  |
| Common<br>Stock  |   |                              |          |                            |  |                  |                                  | 3,111.7447  | I   | By<br>Retirement<br>Plan |  |  |

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|   | SEC 1474<br>(9-02) |   |                    |  |  |  |  |  |  |
|---|--------------------|---|--------------------|--|--|--|--|--|--|
| Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. |                    |   |                    |  |  |  |  |  |  |
| Common<br>Stock   | 1,326.753          | I | By son<br>Emanuele |  |  |  |  |  |  |
|   |                    |   | Trustees           |  |  |  |  |  |  |

displays a currently valid OMB control number.

required to respond unless the form

# Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 4.<br>Transactio<br>Code<br>(Instr. 8) | 5.<br>ofNumber<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) |                     |                    | 7. Titl<br>Amou<br>Under<br>Secur<br>(Instr. | unt of<br>rlying                       | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Nu<br>Deriv<br>Secu<br>Bene<br>Owne<br>Follo<br>Repo<br>Trans<br>(Instr |
|---|---|---|--|---|---------------------|--------------------|--|--|---|--|
|   |   |   | Code V                                 | (A) (D)   | Date<br>Exercisable | Expiration<br>Date | Title  | Amount<br>or<br>Number<br>of<br>Shares |   |  |

## **Reporting Owners**

| Reporting Owner Name / Address  | Relationships |           |                                |       |  |  |  |
|---|---------------|-----------|--------------------------------|-------|--|--|--|
|   | Director      | 10% Owner | Officer                        | Other |  |  |  |
| PASSERINI FILIPPO<br>ONE PROCTER AND GAMBLE PLAZA<br>CINCINNATI, OH 45202 |               |           | Chief Info and Global Svcs Ofc |       |  |  |  |
| Signatures  |               |           |                                |       |  |  |  |
| /s/ Adam Newton, Attorney-in-Fact for FILI<br>PASSERINI                   | IPPO          |           | 09/17/2009                     |       |  |  |  |
| **Signature of Reporting Person   |               |           | Date                           |       |  |  |  |
| Evalenction of Decrease   |               |           |                                |       |  |  |  |

### **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) Restricted Stock Units awarded pursuant to Issuer's 2001 Stock and Incentive Compensation Plan.

(2) RSUs withheld to cover taxes on 9/15/06 award of RSUs under the Issuer's 2001 Stock and Incentive Compensation Plan.

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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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.