#### **COLGATE PALMOLIVE CO**

Form 4 June 19, 2013

# FORM 4

### OMB APPROVAL

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

OMB Number: 3235-0287

Check this box if no longer subject to Section 16.

Expires: January 31, 2005

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Estimated average burden hours per response... 0.5

Form 4 or Form 5 obligations may continue. See Instruction

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

1(b).

(Print or Type Responses)

| 1. Name and Address of Reporting Person * Verduin Patricia |          |          | 2. Issuer Name <b>and</b> Ticker or Trading Symbol COLGATE PALMOLIVE CO [CL] | 5. Relationship of Reporting Person(s) to Issuer   |  |  |  |
|--|----------|----------|--|--|--|--|--|
| (Last)   | (First)  | (Middle) | 3. Date of Earliest Transaction  | (Check all applicable)   |  |  |  |
|  |          |          | (Month/Day/Year)   | Director 10% Owner   |  |  |  |
| C/O COLGATE-PALMOLIVE                                      |          |          | 06/17/2013   | _X_ Officer (give title Other (specify   |  |  |  |
| COMPANY, 300 PARK AVENUE                                   |          |          |  | below) below) Chief Technology Officer   |  |  |  |
|  | (Street) |          | 4. If Amendment, Date Original   | 6. Individual or Joint/Group Filing(Check  |  |  |  |
| NEW YORK, NY 10022   |          |          | Filed(Month/Day/Year)  | Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person |  |  |  |
| (City)   | (State)  | (Zip)    | Table I - Non-Derivative Securities Acc                                      | quired, Disposed of, or Beneficially Owner   |  |  |  |

| (City)                               | (State)                                 | (Zip) Tabl  | e I - Non-D                            | erivative    | Secur                        | rities Acq     | uired, Disposed of   | f, or Beneficial  | ly Owned  |
|--------------------------------------|---|---|--|--------------|------------------------------|----------------|--|---|---|
| 1.Title of<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3.<br>Transactic<br>Code<br>(Instr. 8) | (Instr. 3,   | ispose<br>4 and<br>(A)<br>or | ed of (D) 5)   | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6.<br>Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
| Common<br>Stock                      | 06/17/2013                              |   | Code V  M(1)                           | Amount 2,000 | (D)                          | Price \$ 39.76 | 51,872 (2)   | D   |   |
| Common<br>Stock                      | 06/17/2013                              |   | S(3)                                   | 2,000        | D                            | \$<br>59.09    | 49,872 (2)   | D   |   |
| Common<br>Stock                      |   |   |  |              |                              |                | 3,600 (2)  | I   | By Issuer's<br>401(k)<br>Plan<br>Trustee                          |

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 (9-02)

#### Edgar Filing: COLGATE PALMOLIVE CO - Form 4

required to respond unless the form displays a currently valid OMB control number.

# 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) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. 5. Number Transaction Derivative Code Securities (Instr. 8) 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<br>Underlying Securities<br>(Instr. 3 and 4) |                 |  |
|---|---|---|---|---|-----|--|---------------------|---|-----------------|--|
|   |   |   |   | Code V  | (A) | (D)  | Date<br>Exercisable | Expiration<br>Date  | Title           | Amount<br>or<br>Number<br>of<br>Shares |
| Stock<br>Option<br>(Right to<br>Buy) (4)            | \$ 39.76  | 06/17/2013                              |   | M <u>(1)</u>  |     | 2,000  | 09/11/2011          | 09/11/2014  | Common<br>Stock | 2,000                                  |

## **Reporting Owners**

| Reporting Owner Name / Address | Relationships |
|--------------------------------|---------------|
|                                |               |

Director 10% Owner Officer Other

Verduin Patricia C/O COLGATE-PALMOLIVE COMPANY 300 PARK AVENUE NEW YORK, NY 10022

Chief Technology Officer

### **Signatures**

Nina Huffman, Attorney-in-Fact 06/19/2013

\*\*Signature of Reporting Person Da

# **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. This transaction was effected pursuant to a Rule 10b5-1 trading plan.
- (2) All amounts reported on this Form 4 reflect the 2-for-1 stock split of the common stock of the issuer effective as of May 15, 2013.
- (3) Sale of shares with a portion of the proceeds delivered to the issuer for payment of the exercise price of options under the issuer's employee stock option plan and the related tax withholding. This transaction was effected pursuant to a Rule 10b5-1 trading plan.
- (4) The exercise price and number of shares of the issuer's common stock underlying this option have been adjusted as a result of the 2-for-1 stock split of the common stock of the issuer effective as of May 15, 2013.

Reporting Owners 2

### Edgar Filing: COLGATE PALMOLIVE CO - Form 4

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.