

COLGATE PALMOLIVE CO

Form 4

November 15, 2007

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

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

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**HUSTON JOHN J**

(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)

11/13/2007

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_\_\_X\_\_\_\_ Officer (give title \_\_\_\_ Other (specify  
below) below)

Vice President

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_\_\_X\_\_\_\_ 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                    | 11/13/2007                           |  | M <sup>(1)</sup>               |   | 4,855  | A          | \$ 58.4688  | 36,018   | D   |
| Common Stock                    | 11/13/2007                           |  | M <sup>(1)</sup>               |   | 4,892  | A          | \$ 58.31  | 40,910   | D   |
| Common Stock                    | 11/13/2007                           |  | M <sup>(1)</sup>               |   | 4,968  | A          | \$ 55.94  | 45,878   | D   |
| Common Stock                    | 11/13/2007                           |  | F <sup>(2)</sup>               |   | 12,208 | D          | \$ 77.5   | 33,670   | D   |
| Common Stock                    | 11/14/2007                           |  | S <sup>(3)</sup>               |   | 379    | D          | \$ 78.1904  | 33,291 <sup>(4)</sup>                                    | D   |

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|                 |       |   |   |
|-----------------|-------|---|---|
| Common<br>Stock | 2,433 | I | By<br>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.

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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)

| 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.<br>Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) | 8. Amount<br>or<br>Number<br>of<br>Shares |
|---|---|---|---|---|---|--|--------------------|---|---|
|   |   |   |   | Code                                    | V (A) (D)   | Date<br>Exercisable  | Expiration<br>Date | Title   |   |
| Stock<br>Option<br>(Right to<br>Buy)                | \$ 58.4688  | 11/13/2007                              |   | M <sup>(1)</sup>                        | 4,855   | 04/28/2000   | 09/10/2008         | Common<br>Stock   | 4,855                                     |
| Stock<br>Option<br>(Right to<br>Buy)                | \$ 58.31  | 11/13/2007                              |   | M <sup>(1)</sup>                        | 4,892   | 05/07/2001   | 09/10/2008         | Common<br>Stock   | 4,892                                     |
| Stock<br>Option<br>(Right to<br>Buy)                | \$ 55.94  | 11/13/2007                              |   | M <sup>(1)</sup>                        | 4,968   | 04/30/2003   | 09/10/2008         | Common<br>Stock   | 4,968                                     |

## Reporting Owners

| Reporting Owner Name / Address                                    | Relationships                             |
|---|---|
|   | Director    10% Owner    Officer    Other |
| HUSTON JOHN J<br>C/O COLGATE-PALMOLIVE COMPANY<br>300 PARK AVENUE | Vice<br>President                         |

NEW YORK, NY 10022

## Signatures

Nina D. Gillman by power of  
attorney

11/15/2007

\_\_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) Exercise of stock options awarded under the issuer's employee stock option plan.
- (2) The exercise price of the options and related withholding requirement was satisfied by the Company's withholding shares otherwise deliverable upon exercise of the options.
- (3) Sale of shares (with proceeds delivered to the Company) for payment of tax liability above minimum required statutory withholding (but not in excess of full applicable statutory tax rates) incident to the exercise of the option under the issuer's employee stock option plan.
- (4) As a result of the reported transactions, the reporting person's Common Stock ownership has increased by 2,128 shares.

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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