Samuel Derrick E Form 4 March 01, 2010

FORM 4

OMB APPROVAL

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

OMB Number:

3235-0287 January 31,

if no longer subject to Section 16.

Check this box

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Expires: 2005
Estimated average burden hours per

Form 4 or Form 5 obligations

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

response... 0.5

may continue. *See* Instruction

30(h) of the Investment Company Act of 1940

nstruction 30(11) of the investment compa

1(b).

(Print or Type Responses)

1. Name and Ad Samuel Derri	g Person *	2. Issuer Symbol	Name and	Ticker or Trading	5. Relationship of Reporting Person(s) to Issuer					
(Last) (First) (Middle)				TE PALN Earliest Tra	MOLIVE CO [CL]	(Check all applicable)				
COLGATE-I COMPANY,	VENUE	(Month/Da 02/25/20	•		DirectorX Officer (gives below) Pres. C	re title Oth below) olgate Greater A	er (specify			
		4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person					
NEW YORK					Form filed by More than One Reporting Person					
(City)	(State)	(Zip)	Table I - Non-Derivative Securities Acquired, Disposed of, or Benefic							
1.Title of Security (Instr. 3)	2. Transaction D (Month/Day/Yea			3. Transactio	4. Securities on Acquired (A) or Disposed of (D)	5. Amount of Securities Beneficially	6. Ownership Form: Direct (D) or	7. Nature of Indirect Beneficial		

1.111116 01	2. Transaction Date	ZA. Deemed	3.	4. Securii	nes		5. Amount of	6. Ownership	7. Nature of
Security	(Month/Day/Year)	Execution Date, if	TransactionAcquired (A) or			Securities	Form: Direct	Indirect	
(Instr. 3)		any	Code	Disposed of (D)		Beneficially	(D) or	Beneficial	
		(Month/Day/Year)	(Instr. 8)	* ` '		Owned	Indirect (I)	Ownership	
		•					Following	(Instr. 4)	(Instr. 4)
				or ' Amount (D) Price		Reported			
							Transaction(s)		
			C = V	A		ъ.	(Instr. 3 and 4)		
~			Code V	Amount	(D)	Price			
Common	02/25/2010		$A_{(1)}$	8 377	Α	\$ 0	39,976	D	
Stock	02/23/2010		^ -	0,577	11	ΨΟ	37,770	D	
C									
Common							1,850	I	By Spouse
Stock							1,020	•	Dy Spouse
									D I
_									By Issuer's
Common							798	I	401(k)
Stock							170	1	Plan

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)

Trustee

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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	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Title a	and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	TransactionNumber		Expiration Date		Amount	of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Underly	ing	Security	Secui
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Securitie	es	(Instr. 5)	Bene
	Derivative				Securities			(Instr. 3	and 4)		Owne
	Security				Acquired						Follo
					(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
									mount		
						Date	Expiration	01 Title N			
						Exercisable	Date	Title Number			
				C 1 W	(A) (D)			of			
				Code V	(A) (D)			S	hares		

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Samuel Derrick E COLGATE-PALMOLIVE COMPANY 300 PARK AVENUE NEW YORK, NY 10022

Pres. Colgate Greater Asia

Signatures

Nina D. Gillman by power of attorney

03/01/2010

**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) Regular restricted stock award granted under the Long-Term Global Growth Program of the issuer's Executive 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. 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.

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