## SEC Form 4

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# FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| Check this box if no longer subject to |
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| Section 16. Form 4 or Form 5           |
| obligations may continue. See          |
| Instruction 1(b).                      |

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

### OMB APPROVAL 3235-0287 OMB Number:

Estimated average burden hours per response: 0.5

| 1. Name and Address of Reporting Person <sup>*</sup> <u>LEWIS DELANO E</u> |            | Person*   | 2. Issuer Name <b>and</b> Ticker or Trading Symbol<br><u>COLGATE PALMOLIVE CO</u> [ CL ] | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br>X Director 10% Owner |
|--|------------|-----------|--|--|
|  |            |           |  | A Director 10% Owner   |
| (Last)   | (First)    | (Middle)  | 3. Date of Earliest Transaction (Month/Day/Year)<br>05/12/2014                           | Officer (give title Other (specify below) below)   |
| C/O COLGATI  | E-PALMOLIV | E COMPANY | 03/12/2014   |  |
| 300 DA DK AVI  |            |           |  |  |
| 300 PARK AVENUE  |            |           | 4. If Amendment, Date of Original Filed (Month/Day/Year)                                 | 6. Individual or Joint/Group Filing (Check Applicable Line)  |
| (Street)   |            |           |  | X Form filed by One Reporting Person   |
| NEW YORK   | NY         | 10022     |  | Form filed by More than One Reporting Person   |
| (City)   | (State)    | (Zip)     |  |  |

#### Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transa<br>Code (<br>8) |   | 4. Securities Acquired (A) or<br>Disposed Of (D) (Instr. 3, 4 and 5) |               | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following<br>Reported | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |          |
|---------------------------------|--|---|------------------------------|---|--|---------------|---|---|---|----------|
|                                 |  |   | Code                         | v | Amount   | (A) or<br>(D) | Price   | Transaction(s)<br>(Instr. 3 and 4)                                |   | (1150.4) |
| Common Stock                    | 05/12/2014                                 |   | A <sup>(1)</sup>             |   | 2,008  | Α             | \$0.0000  | 25,650  | D   |          |
| Common Stock                    | 05/13/2014                                 |   | S                            |   | 1,000  | D             | \$67.1901   | 24,650  | D   |          |
| Common Stock                    | 05/13/2014                                 |   | S                            |   | 1,100  | D             | <b>\$67.1819</b> <sup>(2)</sup>   | 23,550  | D   |          |

### 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<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transa<br>Code (<br>8) |   | of    |     | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative Security<br>(Instr. 3 and 4) |  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 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)                | \$67.19   | 05/12/2014                                 |   | A <sup>(3)</sup>             |   | 5,357 |     | 05/12/2015 <sup>(4)</sup>                                      | 05/12/2020         | Common<br>Stock  | 5,357                                  | \$0.0000  | 5,357  | D  |  |

Explanation of Responses:

1. Annual director stock grant under the issuer's 2013 Incentive Compensation Plan.

2. Weighted average price, as these shares were sold in multiple transactions at prices ranging from \$67.18 to \$67.19, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, additional information regarding the number of shares sold at each separate price within the range set forth in this footnote. 3. Annual director stock option grant under the issuer's 2013 Incentive Compensation Plan.

4. Option becomes exercisable in one-third increments beginning on the first anniversary of the grant date.

#### /s/ Kristine Hutchinson, Attornev-in-Fact

05/14/2014 Date

\*\* Signature of Reporting Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.