

BRAVO ROSE MARIE  
Form 4  
December 01, 2009

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**BRAVO ROSE MARIE**

2. Issuer Name and Ticker or Trading Symbol  
**ESTEE LAUDER COMPANIES INC [EL]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
11/30/2009

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

**THE ESTEE LAUDER COMPANIES INC., 767 FIFTH AVENUE**

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**NEW YORK, NY 10153**

(City) (State) (Zip)

**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 or Price		
Class A Common Stock	11/30/2009		M <sup>(1)</sup>		7,027 A \$ 37	11,027	D
Class A Common Stock	11/30/2009		S <sup>(1)</sup>		27 D \$ 46.58	11,000	D
Class A Common Stock	11/30/2009		S <sup>(1)</sup>		100 D \$ 46.59	10,900	D

Edgar Filing: BRAVO ROSE MARIE - Form 4

Class A Common Stock	11/30/2009	<u>S<sup>(1)</sup></u>	400	D	\$ 46.62	10,500	D
Class A Common Stock	11/30/2009	<u>S<sup>(1)</sup></u>	1,700	D	\$ 46.66	8,800	D
Class A Common Stock	11/30/2009	<u>S<sup>(1)</sup></u>	800	D	\$ 46.67	8,000	D
Class A Common Stock	11/30/2009	<u>S<sup>(1)</sup></u>	1,000	D	\$ 46.69	7,000	D
Class A Common Stock	11/30/2009	<u>S<sup>(1)</sup></u>	1,800	D	\$ 46.71	5,200	D
Class A Common Stock	11/30/2009	<u>S<sup>(1)</sup></u>	500	D	\$ 46.72	4,700	D
Class A Common Stock	11/30/2009	<u>S<sup>(1)</sup></u>	700	D	\$ 46.7	4,000	D
Class A Common Stock	11/30/2009	<u>M<sup>(2)</sup></u>	7,216	A	\$ 33.84	11,216	D
Class A Common Stock	11/30/2009	<u>S<sup>(2)</sup></u>	1,300	D	\$ 46.58	9,916	D
Class A Common Stock	11/30/2009	<u>S<sup>(2)</sup></u>	200	D	\$ 46.59	9,716	D
Class A Common Stock	11/30/2009	<u>S<sup>(2)</sup></u>	200	D	\$ 46.6	9,516	D
Class A Common Stock	11/30/2009	<u>S<sup>(2)</sup></u>	500	D	\$ 46.61	9,016	D
Class A Common Stock	11/30/2009	<u>S<sup>(2)</sup></u>	800	D	\$ 46.62	8,216	D
Class A Common Stock	11/30/2009	<u>S<sup>(2)</sup></u>	2,000	D	\$ 46.66	6,216	D
Class A Common	11/30/2009	<u>S<sup>(2)</sup></u>	2,000	D	\$ 46.71	4,216	D

Stock

Class A

Common 11/30/2009 S<sup>(2)</sup> 216 D \$ 46.72 4,000 D  
 Stock

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

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 Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities 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 Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares
Option (Right to Buy)	\$ 37	11/30/2009		M	7,027	11/05/2004 <sup>(1)</sup> 11/05/2013	Class A Common Stock	7,027
Option (Right to Buy)	\$ 33.84	11/30/2009		M	7,216	11/10/2006 <sup>(2)</sup> 11/10/2015	Class A Common Stock	7,216

## Reporting Owners

### Reporting Owner Name / Address

### Relationships

Director 10% Owner Officer Other

BRAVO ROSE MARIE  
 THE ESTEE LAUDER COMPANIES INC.  
 767 FIFTH AVENUE  
 NEW YORK, NY 10153

X

## Signatures

Rose Marie Bravo, by Charles E. Reese, II,  
 Attorney-in-fact

12/01/2009

\*\*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) Stock options granted pursuant to the Issuer's Non-Employee Director Share Incentive Plan in respect of 7,027 shares exercisable from and after November 5, 2004.
- (2) Stock options granted pursuant to the Issuer's Non-Employee Director Share Incentive Plan in respect of 7,216 shares exercisable from and after November 10, 2006.
- (3) Not applicable.

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.