

CAMPBELL SOUP CO

Form 4

May 02, 2008

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

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
CONANT DOUGLAS R

(Last) (First) (Middle)

1 CAMPBELL PLACE

(Street)

CAMDEN, NJ 08103

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
CAMPBELL SOUP CO [CPB]

3. Date of Earliest Transaction
(Month/Day/Year)
05/01/2008

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

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

President and CEO

6. Individual or Joint/Group Filing(Check
Applicable Line)
☒ 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) |
|---------------------------------------|---|---|---|---|--|--|---|
| Common Stock | 05/01/2008 | | M | 47,208 | A \$ 22.95 | 246,634 | D |
| Common Stock | 05/01/2008 | | S ⁽¹⁾ | 400 | D \$ 34.8 | 246,234 | D |
| Common Stock | 05/01/2008 | | S | 600 | D \$ 34.85 | 245,634 | D |
| Common Stock | 05/01/2008 | | S | 1,149 | D \$ 34.86 | 244,485 | D |
| Common Stock | 05/01/2008 | | S | 651 | D \$ 34.87 | 243,834 | D |

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| | | | | | | | |
|--------------|------------|---|--------|---|----------|---------|---|
| Common Stock | 05/01/2008 | S | 200 | D | \$ 34.88 | 243,634 | D |
| Common Stock | 05/01/2008 | S | 2,000 | D | \$ 34.88 | 241,634 | D |
| Common Stock | 05/01/2008 | S | 2,100 | D | \$ 34.89 | 239,534 | D |
| Common Stock | 05/01/2008 | S | 1,800 | D | \$ 34.89 | 237,734 | D |
| Common Stock | 05/01/2008 | S | 100 | D | \$ 34.9 | 237,634 | D |
| Common Stock | 05/01/2008 | S | 2,500 | D | \$ 34.96 | 235,134 | D |
| Common Stock | 05/01/2008 | S | 2,500 | D | \$ 34.98 | 232,634 | D |
| Common Stock | 05/01/2008 | S | 13,100 | D | \$ 35 | 219,534 | D |
| Common Stock | 05/01/2008 | S | 2,800 | D | \$ 35.01 | 216,734 | D |
| Common Stock | 05/01/2008 | S | 100 | D | \$ 35.02 | 216,634 | D |
| Common Stock | 05/01/2008 | S | 2,500 | D | \$ 35.1 | 214,134 | D |
| Common Stock | 05/01/2008 | S | 2,000 | D | \$ 35.12 | 212,134 | D |
| Common Stock | 05/01/2008 | S | 1,400 | D | \$ 35.12 | 210,734 | D |
| Common Stock | 05/01/2008 | S | 2,900 | D | \$ 35.14 | 207,834 | D |
| Common Stock | 05/01/2008 | S | 100 | D | \$ 35.14 | 207,734 | D |
| Common Stock | 05/01/2008 | S | 5 | D | \$ 35.16 | 207,729 | D |
| Common Stock | 05/01/2008 | S | 22 | D | \$ 35.17 | 207,707 | D |
| Common Stock | 05/01/2008 | S | 15 | D | \$ 35.18 | 207,692 | D |
| Common Stock | 05/01/2008 | S | 100 | D | \$ 35.18 | 207,592 | D |
| Common Stock | 05/01/2008 | S | 265 | D | \$ 35.19 | 207,327 | D |
| | 05/01/2008 | S | 1 | D | \$ 35.2 | 207,326 | D |

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Common
Stock

| | | | | | | | |
|-----------------|------------|---|-------|---|-------------|---------|---|
| Common Stock | 05/01/2008 | S | 7,900 | D | \$ 34.57 | 199,426 | D |
|-----------------|------------|---|-------|---|-------------|---------|---|

| | | | | | | | | |
|-----------------|--|--|--|--|--|-------|---|--------|
| Common Stock | | | | | | 1,331 | I | 401(k) |
|-----------------|--|--|--|--|--|-------|---|--------|

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.

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(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) | | | |
|---|---|---|---|---|--|--|-----|---|--------------------|-----------------|-------------------------------------|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Employee Stock Options | \$ 22.95 | 05/01/2008 | | M | | 47,208 | | <u>(2)</u> | 07/25/2012 | Common Stock | 47,208 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|-------------------|-------|
| | Director | 10% Owner | Officer | Other |
| CONANT DOUGLAS R 1 CAMPBELL PLACE CAMDEN, NJ 08103 | X | | President and CEO | |

Signatures

| | |
|------------------------------------|------------|
| John J. Furey, Attorney-In-Fact | 05/02/2008 |
|------------------------------------|------------|

 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) All sales reported on this Form 4 were executed pursuant to a Rule 10b5-1 Trading Plan executed on May 24, 2007.

(2) The options vest cumulatively over three years at the rate of 30%, 60% and 100% respectively on the first three anniversaries of the grant date of 7/25/2002.

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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