

CONANT DOUGLAS R
Form 4
June 03, 2010

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

OMB APPROVAL
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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 *
CONANT DOUGLAS R

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
1 CAMPBELL PLACE

(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
06/01/2010

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

CAMDEN, NJ 08103

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

(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)
Common Stock	06/01/2010		M	A	\$ 32.41 715,922	D	
Common Stock	06/01/2010		S ⁽¹⁾	D	\$ 35.86 515,922	D	
Common Stock	06/02/2010		M	A	\$ 32.41 649,922	D	
Common Stock	06/02/2010		S ⁽¹⁾	D	\$ 36.02 515,922	D	
					1,392	I	401(k)

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will be provided upon request to the Commission staff.

- The price reflects the weighted average sale price for the transactions reported on this line. The range of prices for the transactions
- (3) reported on this line are \$35.74 to and including \$36.33. The full information regarding the number of shares sold at each separate price will be provided upon request to the Commission staff.
 - (4) The options vested cumulatively over three years at the rate of 30%, 60% and 100% respectively on the first three anniversaries of the grant date of 01/08/2001.

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