

ESTEE LAUDER COMPANIES INC
 Form 4
 February 11, 2010

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

OMB APPROVAL

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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 *
 Hockaday Irvine O Jr

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)
 2600 GRAND AVENUE, SUITE 450
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 02/10/2010

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

KANSAS CITY, MO 64108

(City) (State) (Zip)

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

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		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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)			
Class A Common Stock	02/10/2010		M		7,325	A	\$ 32.25	10,325	D
Class A Common Stock	02/10/2010		M		5,000	A	\$ 29.32	15,325	D
Class A Common Stock	02/10/2010		M		5,000	A	\$ 37	20,325	D
Class A Common Stock	02/10/2010		M		5,000	A	\$ 44.32	25,325	D

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Common Stock							
Class A Common Stock	02/10/2010	M	5,000	A	\$ 33.84	30,325	D
Class A Common Stock	02/10/2010	M	5,000	A	\$ 40.39	35,325	D
Class A Common Stock	02/10/2010	M	5,000	A	\$ 44.25	40,325	D
Class A Common Stock	02/10/2010	M	5,000	A	\$ 33.62	45,325	D
Class A Common Stock	02/10/2010	S	28,000	D	\$ <u>(1)</u> 55.9992	17,325	D

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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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)	8. Amount or Number of Shares
Option (Right to Buy)	\$ 32.25	02/10/2010		M	7,325	10/31/2002 10/31/2011	Class A Common Stock	7,325
Option (Right to Buy)	\$ 29.32	02/10/2010		M	5,000	10/30/2003 10/30/2012	Class A Common Stock	5,000
	\$ 37	02/10/2010		M	5,000	11/05/2004 11/05/2013		5,000

