

Edgar Filing: RICHARDSON WILLIAM C - Form 4

RICHARDSON WILLIAM C
Form 4
February 28, 2003

OMB APPROVAL

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

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, DC 20549

FORM 4

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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

(Print of Type Responses)

1. Name and Address of Reporting Person*

Richardson	William	C.
-----	-----	-----
(Last)	(First)	(Middle)
One Kellogg Square		

(Street)		
Battle Creek	MI	49016-3599
-----	-----	-----
(City)	(State)	(Zip)

2. Issuer Name and Ticker or Trading Symbol

Kellogg Company (K)

3. I.R.S. Identification Number of Reporting Person, if an entity (voluntary)

4. Statement for Month/Day/Year

February 27, 2003

5. If Amendment, Date of Original (Month/Day/Year)

6. Relationship of Reporting Person(s) to Issuer
(Check all applicable)

Edgar Filing: RICHARDSON WILLIAM C - Form 4

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

7. 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. Trans- action Date (mm/dd/yy)	2A. Deemed Execution Date, if any (mm/dd/yy)	3. Transaction Code (Instr. 8) ----- Code	V	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) ----- (A) or (D)		
					Amount	Price	

Common Stock

FORM 4 (continued)

Table II -- Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

Edgar Filing: RICHARDSON WILLIAM C - Form 4

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Deriv- ative Secur- ity	3. Trans- action Date (mm/dd/ yy)	3A. Deemed Execut- ion Date if any (mm/dd/ yy)	4. Trans- action Code (Instr. 8) ----- Code V	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) ----- (A) (D)	6. Date Exercisable and Expiration Date (Month/Day/Year) ----- Date Exer- cisable	7. Title and Amount of Underlying Securities (Instr. 3 and 4) ----- Amount or Number of Shares
Stock Option	\$23.875	4/28/00				10/28/00 4/28/10	Common Stock 5,000
Stock Option	\$26.30	1/31/01				7/31/01 1/31/11	Common Stock 5,000
Stock Option	\$30.775	1/31/02				7/31/02 1/31/12	Common Stock 5,000
Stock Option	\$32.695	1/31/03				7/31/03 1/31/13	Common Stock 5,000
Phantom Stock Units	\$29.74	2/27/03		A V	33.62		Common Stock 33.62 (2

Explanation of Responses:

- (1) Excludes dividends reinvested after 12/31/02.
- (2) According to the terms of the amended Kellogg Company Deferred Compensation Plan for Non-Employee Directors, final value of phantom stock units is to be determined as of date of reporting person's retirement and may be paid in cash or stock.
- (3) Reflects fees.

s/ James K. Markey

February 28, 2003

**Signature of Reporting Person
James K. Markey, Attorney-in-Fact

Date

Reminder: Report on a separate line for each class of securities beneficially

Edgar Filing: RICHARDSON WILLIAM C - Form 4

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.

Page 2