

GUTIERREZ CARLOS M

Form 4

February 04, 2005

**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  
Number: 3235-0287  
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2005  
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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
GUTIERREZ CARLOS M

(Last) (First) (Middle)

P O BOX 3599

(Street)

BATTLE CREEK, MI 49016-3599

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
KELLOGG CO [K]

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/02/2005

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 ☒ Other (specify  
below) below)  
Chairman of the Board and CEO /  
Co-Trustee-Trust holds>10%

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)
			Code	V	Amount	(A) or (D) Price		
Stock Option	02/02/2005		M		13,505	A \$ 43.9375	316,835.09 (1) (2)	D
Stock Option	02/02/2005		S		13,505	D \$ 44.706	316,821.585 (1) (2)	D
Stock Option	02/02/2005		M		70,000	A \$ 43.9375	386,821.585 (1) (2)	D
Stock Option	02/02/2005		S		70,000	D \$ 44.706	316,821.585 (1) (2)	D
Stock Option	02/02/2005		M		33,952	A \$ 41.96	350,773.585 (1) (2)	D

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Stock Option	02/02/2005	S	33,952	D	\$ 44.706	316,821.585 (1) (2)	D
Stock Option	02/02/2005	M	54,126	A	\$ 41.96	370,947.585 (1) (2)	D
Stock Option	02/02/2005	S	54,126	D	\$ 44.706	316,821.585 (1) (2)	D
Stock Option	02/02/2005	M	7,342	A	\$ 41.96	324,163.585 (1) (2)	D
Stock Option	02/02/2005	S	7,342	D	\$ 44.706	316,821.585 (1) (2)	D
Stock Option	02/02/2005	M	32,563	A	\$ 41.96	349,384.585 (1) (2)	D
Stock Option	02/02/2005	S	32,563	D	\$ 44.706	316,821.585 (1) (2)	D
Stock Option	02/02/2005	M	93,746	A	\$ 41.96	410,567.585 (1) (2)	D
Stock Option	02/02/2005	S	93,746	D	\$ 44.706	316,821.585 (1) (2)	D
Stock Option	02/02/2005	M	143,408	A	\$ 41.96	460,229.585 (1) (2)	D
Stock Option	02/02/2005	S	143,408	D	\$ 44.706	316,821.585 (1) (2)	D
Stock Option	02/02/2005	M	3,037	A	\$ 40.4063	319,858.585 (1) (2)	D
Stock Option	02/02/2005	S	3,037	D	\$ 44.706	316,821.585 (1) (2)	D
Stock Option	02/02/2005	M	40,000	A	\$ 40.1875	356,821.585 (1) (2)	D
Stock Option	02/02/2005	S	40,000	D	\$ 44.706	316,821.585 (1) (2)	D
Stock Option	02/02/2005	M	10,398	A	\$ 39.305	327,219.585 (1) (2)	D
Stock Option	02/02/2005	S	10,398	D	\$ 44.706	316,821.585 (1) (2)	D
Stock Option	02/02/2005	M	198,737	A	\$ 39.305	515,558.585 (1) (2)	D
Stock Option	02/02/2005	S	198,737	D	\$ 44.706	316,821.585 (1) (2)	D
Stock Option	02/02/2005	M	32,328	A	\$ 39.305	349,149.585 (1) (2)	D
	02/02/2005	S	32,328	D	\$ 44.706		D

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Stock Option						316,821.585	
						(1) (2)	
Stock Option	02/02/2005	M	19,160	A	\$ 34.635	335,981.585	D
						(1) (2)	
Stock Option	02/02/2005	S	19,160	D	\$ 44.706	316,821.585	D
						(1) (2)	
Stock Option	02/03/2005	M	470,000	A	\$ 34.635	786,821.585	D
						(1) (2)	
Stock Option	02/03/2005	S	470,000	D	\$ 44.2879	316,821.585	D
						(1) (2)	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount of Number of Shares
Stock Option	\$ 43.9375	02/02/2005		M	13,505	03/13/1999 03/13/2008	Common Stock 13,505
Stock Option	\$ 43.9375	02/02/2005		M	70,000	03/13/1999 03/13/2008	Common Stock 70,000
Stock Option	\$ 41.96	02/02/2005		M	33,952	08/27/2004 02/16/2011	Common Stock 33,952
Stock Option	\$ 41.96	02/02/2005		M	54,126	08/27/2004 01/31/2011	Common Stock 54,126
Stock Option	\$ 41.96	02/02/2005		M	7,342	08/27/2004 01/31/2010	Common Stock 7,342
Stock Option	\$ 41.96	02/02/2005		M	32,563	08/27/2004 02/16/2011	Common Stock 32,563
Stock Option	\$ 41.96	02/02/2005		M	93,746	08/27/2004 01/31/2010	Common Stock 93,746
Stock Option	\$ 41.96	02/02/2005		M	143,408	08/27/2004 02/16/2011	Common Stock 143,408

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Stock Option	\$ 40.4063	02/02/2005	M	3,037	02/21/1999	03/15/2006	Common Stock	3,037
Stock Option	\$ 40.1875	02/02/2005	M	40,000	06/23/1999	06/23/2008	Common Stock	40,000
Stock Option	\$ 39.305	02/02/2005	M	10,398	02/27/2004	02/16/2011	Common Stock	10,398
Stock Option	\$ 39.305	02/02/2005	M	198,737	02/27/2004	02/21/2013	Common Stock	198,737
Stock Option	\$ 39.305	02/02/2005	M	32,328	02/27/2004	01/31/2011	Common Stock	32,328
Stock Option	\$ 34.635	02/02/2005	M	19,160	02/22/2003	02/22/2012	Common Stock	19,160
Stock Option	\$ 34.635	02/03/2005	M	470,000	02/22/2003	02/22/2012	Common Stock	470,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GUTIERREZ CARLOS M P O BOX 3599 BATTLE CREEK, MI 49016-3599	X		Chairman of the Board and CEO	Co-Trustee-Trust holds>10%

## Signatures

James K. Markey,  
Attorney-in-Fact

02/04/2005

\_\_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) Filer hereby disclaims beneficial ownership of shares held by the W. K. Kellogg Foundation Trust.

(2) Excludes dividends reinvested after 12/31/03.

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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