

KELLOGG CO  
Form 4  
February 08, 2005

**FORM 4**

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

OMB APPROVAL

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

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 \*  
**GUTIERREZ CARLOS M**

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
**P O BOX 3599**

3. Date of Earliest Transaction (Month/Day/Year)  
**02/04/2005**

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
**Former Chairman and CEO / Former Co-Trste-Trst holds>10%**

(Street)  
**BATTLE CREEK, MI 49016-3599**

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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	02/04/2005		M		60,840	A	\$ 34.635
							377,661.585 (1) (2)
Common Stock	02/04/2005		S		60,840	D	\$ 44.4966
							316,821.585 (1) (2)
Common Stock	02/04/2005		M		80,000	A	\$ 34.625
							396,821.585 (1) (2)
Common Stock	02/04/2005		S		80,000	D	\$ 44.4966
							316,821.585 (1) (2)
Common Stock	02/04/2005		M		162,564	A	\$ 34.07
							479,385.585 (1) (2)

Edgar Filing: KELLOGG CO - Form 4

Common Stock	02/04/2005	S	162,564	D	\$ 44.4966	316,821.585 (1) (2)	D
Common Stock	02/04/2005	M	96,596	A	\$ 33.385	413,417.585 (1) (2)	D
Common Stock	02/04/2005	S	96,596	D	\$ 44.4966	316,821.585 (1) (2)	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.**

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 or Number of Shares
Stock Option	\$ 34.635	02/04/2005		M	60,840	02/22/2003	02/22/2012	Common Stock	60,840
Stock Option	\$ 34.625	02/04/2005		M	80,000	01/04/2000	01/04/2009	Common Stock	80,000
Stock Option	\$ 34.07	02/04/2005		M	162,564	08/19/2002	02/16/2011	Common Stock	162,564
Stock Option	\$ 33.385	02/04/2005		M	96,596	08/27/2003	02/16/2011	Common Stock	96,596

## 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		Former Chairman and CEO	Former Co-Trste-Trst holds>10%

## Signatures

James K. Markey,  
Attorney-in-Fact

02/08/2005

\_\_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.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.