Edgar Filing: Alexander Mark R. - Form 4

Alexander Mark R. Form 4 November 29, 2010 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). (DMB APPROVAL MB STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF 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 1(b). (Print or Type Response.)								
1. Name and Address of Reporting F Alexander Mark R.	Symbol	r Name and Ticker or BELL SOUP CO [5. Relationship of Reporting Person(s) to Issuer					
(Last) (First) (M 1 CAMPBELL PLACE	(Month/D				(Check all applicable) <u></u> Director 10% Owner <u></u> Officer (give title 0ther (specify below) below) Senior Vice President			
(Street)		4. If Amendment, Date Original Filed(Month/Day/Year)			 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting 			
CAMDEN, NJ 08103				Person		Jording		
		le I - Non-Derivative	Securities Acq	uired, Disposed of,	or Beneficiall	-		
1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year)		3. 4. Securit Transaction(A) or Di Code (Instr. 3, (Instr. 8) Code V Amount	-	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 11/24/2010 Stock		S 75,413		62,351	D			
Common Stock				5,608	Ι	401(K)		

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

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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. Transactio Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Under Secur	unt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Alexander Mark R. 1 CAMPBELL PLACE CAMDEN, NJ 08103			Senior Vice President				
Signatures							
Kathleen M. Gibson, Attorney-In-Fact	11/29/2010						
**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).

The price reflects the weighted average sale price for the transactions reported on this line. The range of prices for the transactions

(1) reported on this line are \$33.44 to and including \$33.65. The full information regarding the number of shares sold at each separate price will be provided upon request by the Commission staff.

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.