

Marino Vincent James  
 Form 4  
 November 24, 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 \*  
 Marino Vincent James

(Last) (First) (Middle)  
 42 STEEPLE RIDGE COURT  
 (Street)

OAKBROOK, IL 60523

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
 Alberto-Culver CO [ACV]

3. Date of Earliest Transaction (Month/Day/Year)  
 11/22/2010

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 below)  Other (specify below)  
 President & CEO

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 or Price   |  |   |
| Common Stock                    | 11/22/2010                           |  | M                              |   | \$ 153,848 A 20.305   | D  |   |
| Common Stock                    | 11/22/2010                           |  | M                              |   | \$ 152,145 A 25.625   | D  |   |
| Common Stock                    | 11/22/2010                           |  | S                              |   | \$ 235,336 D 37.201   | D <sup>(4)</sup>   |   |
| Common Stock                    | 11/23/2010                           |  | M                              |   | \$ 12,855 A 25.625  | D  |   |
| Common Stock                    | 11/23/2010                           |  | M                              |   | \$ 126,350 A 27.255   | D  |   |

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Common Stock 11/23/2010 S 116,500 D \$ 37.205 370,382 D <sup>(5)</sup>

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. 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 Number Shares                                    |
| Employee Stock Option (Right to Buy)       | \$ 20.305  | 11/22/2010                           |  | M                              | 153,848   | <sup>(1)</sup> 09/30/2016                                | Common Stock 153,84   |
| Employee Stock Option (Right to Buy)       | \$ 25.625  | 11/22/2010                           |  | M                              | 152,145   | <sup>(2)</sup> 09/30/2017                                | Common Stock 152,14   |
| Employee Stock Option (Right to Buy)       | \$ 25.625  | 11/23/2010                           |  | M                              | 12,855  | <sup>(2)</sup> 09/30/2017                                | Common Stock 12,855   |
| Employee Stock Option (Right to Buy)       | \$ 27.255  | 11/23/2010                           |  | M                              | 126,350   | <sup>(3)</sup> 09/30/2018                                | Common Stock 126,35   |

## Reporting Owners

| Reporting Owner Name / Address | Relationships |           |         |       |
|--------------------------------|---------------|-----------|---------|-------|
|                                | Director      | 10% Owner | Officer | Other |

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Marino Vincent James  
42 STEEPLE RIDGE COURT      X                      President & CEO  
OAKBROOK, IL 60523

## Signatures

/s/James M. Spira as attorney-in-fact for V. James                      11/24/2010  
Marino

\_\_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) This option is fully vested.
- (2) This option vests in four equal annual increments beginning on September 30, 2008.
- (3) This option vests in four equal annual increments beginning on September 30, 2009.
- (4) The Common Stock was sold at a low price of \$37.20, a high price of \$37.22 and an average price of \$37.201.
- (5) The Common Stock was sold at a low price of \$37.20, a high price of \$37.215 and an average price of \$37.205.

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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