

UMPQUA HOLDINGS CORP
 Form 4
 February 07, 2014

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 *
FARNSWORTH RON L

(Last) (First) (Middle)
 ONE SW COLUMBIA STREET,
 SUITE 1200
 (Street)

PORTLAND, OR 97258

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
**UMPQUA HOLDINGS CORP
 [UMPQ]**

3. Date of Earliest Transaction
 (Month/Day/Year)
02/05/2014

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)
 EVP/CFO

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)
				(A) or (D)	Price		
				Code V	Amount		
Common Stock	02/05/2014		F	(1)	\$ 1,454 16.75	117,369	D
Common Stock	02/05/2014		M		3,000	\$ 9.23	120,369 D
Common Stock	02/05/2014		F	(2)	\$ 1,653 16.75	118,716	D
Common Stock	02/05/2014		F	(1)	\$ 489 16.75	118,227	D
Common Stock	02/05/2014		M		8,000	\$ 11.89	126,227 D

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Common Stock	02/05/2014	F	<u>5,678</u> (2)	D	\$ 16.75	120,549	D	
Common Stock	02/05/2014	F	843 <u>(1)</u>	D	\$ 16.75	119,706	D	
Common Stock	02/05/2014	M	20,000	A	\$ 10.97	139,706	D	
Common Stock	02/05/2014	F	<u>13,098</u> (2)	D	\$ 16.75	126,608	D	
Common Stock	02/05/2014	F	<u>2,508</u> (1)	D	\$ 16.75	124,100	D	
Common Stock	02/07/2014	S	<u>7,100</u> (3)	D	\$ 17.14	117,000	D	
Common Stock						1,135	I	by 401(k)
Common Stock						4,179	I	by IRA
Common Stock						2,274	I	by Spouse IRA

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 Underlying Security (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title
Non-Qualified Stock Option (right to buy)	\$ 9.23	02/05/2014		M	3,000	02/02/2010 ⁽⁴⁾	02/01/2019	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 10.97	02/05/2014		M	20,000	01/31/2012 ⁽⁵⁾	01/30/2021	Common Stock

Non-Qualified Stock Option (right to buy)	\$ 11.89	02/05/2014	M	8,000	02/05/2011 ⁽⁶⁾	02/05/2020	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 22.94				04/19/2006 ⁽⁴⁾	04/19/2015	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 23.49				01/20/2006 ⁽⁴⁾	01/20/2015	Common Stock

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FARNSWORTH RON L ONE SW COLUMBIA STREET, SUITE 1200 PORTLAND, OR 97258				EVP/CFO

Signatures

By: Steven L. Philpott, Attorney in Fact For: Ron Farnsworth

02/07/2014

____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) Payment of tax liability by delivering or withholding securities incident to the receipt, exercise or vesting of a security issued in accordance with Rule 16b-3.
- (2) Payment of purchase price by delivering or withholding securities incident to the receipt, exercise or vesting of a security issued in accordance with Rule 16b-3.
- (3) Sale of securities to pay tax liability incident to vesting of a security issued in accordance with Rule 16b-3.
- (4) All options are fully vested.
- (5) Option granted 1/31/2011. The options vest three years following the grant date to the extent that the issuer's total shareholder return achieves specified targets as compared with the KRXTR regional bank stock index.
- (6) Option granted 2/5/10. Beginning on the first anniversary of the grant date, the options vest 20% per year for five years.

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.