

CNO Financial Group, Inc.
Form 4
November 25, 2013

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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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 *
Long Roger Keith

2. Issuer Name and Ticker or Trading Symbol
CNO Financial Group, Inc. [CNO]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
222 LAKEVIEW AVENUE, SUITE 1100

3. Date of Earliest Transaction (Month/Day/Year)
11/21/2013

Director 10% Owner
 Officer (give title below) Other (specify below)

(Street)
WEST PALM BEACH, FL 33401

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

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) Code V Amount (D) Price | | | |
| Common Stock | | | | | 88,465 | D | |
| Common Stock | 11/21/2013 | | S | 7,230 D \$ 16.7144 | 754,970 | I | Otter Creek International Ltd. ⁽²⁾ |
| Common Stock | 11/22/2013 | | S | 36,200 D \$ 16.612 | 551,600 | I | Otter Creek Partners I, LP ⁽¹⁾ |
| Common Stock | 11/22/2013 | | S | 54,070 D \$ 16.612 | 700,900 | I | Otter Creek International Ltd. ⁽²⁾ |

