

Cashio J. Richard  
Form 4  
March 17, 2010

**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 \*  
Cashio J. Richard

2. Issuer Name and Ticker or Trading Symbol  
ServisFirst Bancshares, Inc. [[N/A]]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/15/2010

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

P.O. BOX 101447

(Street)

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

BIRMINGHAM, AL 35210

(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 Ownership (Instr. 4)		
				(A) or (D)	Code	V	Amount	(D)	Price

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

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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	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	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
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Derivative Security			Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Code	V	Date		Expiration Date	Title	Amount or Number of Shares	
						(A)	(D)				Exercisable
ServisFirst Cap. Trust II Convertible Preferred Securities <sup>(1)</sup>	\$ 25	03/15/2010	P				100	<u>(2)</u>	03/15/2013 <sup>(3)</sup>	Common Stock	4,000
ServisFirst Cap. Trust II Convertible Preferred Securities <sup>(1)</sup>	\$ 25	03/15/2010	P				30	<u>(2)</u>	03/15/2013 <sup>(3)</sup>	Common Stock	1,200
ServisFirst Cap. Trust II Convertible Preferred Securities <sup>(1)</sup>	\$ 25	03/15/2010	P				30	<u>(2)</u>	03/15/2013 <sup>(3)</sup>	Common Stock	1,200

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Cashio J. Richard P.O. BOX 101447 BIRMINGHAM, AL 35210		X		

## Signatures

/s/ Matthew T. Franklin,  
Attorney-in-Fact 03/15/2010

\*\*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).

(1) The ServisFirst Cap. Trust II Convertible Preferred Securities were issued by ServisFirst Capital Trust II, all of the common securities of which are owned by ServisFirst Bancshares, Inc. ("ServisFirst").

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- The ServisFirst Cap. Trust II Convertible Preferred Securities are convertible, in whole or in part, at any time prior to the earliest to occur
- (2) of maturity, issuer redemption or mandatory conversion, at the option of the holder, into ServisFirst Common Stock at a conversion price of \$25 per share.
  - (3) The ServisFirst Cap. Trust II Convertible Preferred Securities not previously redeemed or converted into Common Stock of ServisFirst will automatically and mandatorily convert into ServisFirst Common Stock on March 15, 2013 at a conversion price of \$25 per share.

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.