Edgar Filing: KELLOGG HARRY W JR - Form 4

KELLOGG Form 4 March 04, 20	HARRY W JR 013										
FORM	ΙΔ								OMB AF	PROVAL	
	Washington, D.C. 20549								OMB Number:	3235-0287	
Check th if no long									Expires:	January 31, 2005	
subject to Section 1 Form 4 c	STATEMENT OF CHANGES IN BENEFICIAL OWN							NERSHIP OF		imated average den hours per	
Form 5 obligatio may com <i>See</i> Instr 1(b).	tinue. Section 17(a) of the	uant to Section 16(a) of the Securities Exchange Act of 1934, of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940								
(Print or Type l	Responses)										
KELLOGG HARRY W JR Sy			2. Issuer Name and Ticker or Trading Symbol SVB FINANCIAL GROUP [SIVB]					5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First)	Middle)						(Check all applicable)			
(Mont			(Month/D	. Date of Earliest Transaction Month/Day/Year) 3/01/2013				Director 10% Owner X Officer (give title Other (specify below) below) Vice Chairman			
	(Street) 4. If Amer Filed(Mon				-	1		6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person			
SANTA CL	ARA, CA 95054.							Form filed by M Person	Iore than One Re	porting	
(City)	(State)	(Zip)	Tabl	e I - Non-D	erivative	Secur	ities Acq	uired, Disposed of	, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	Security (Month/Day/Year) Execution Date, if			3.4. Securities AcquiredTransactior(A) or Disposed of (D)Code(Instr. 3, 4 and 5)(Instr. 8)				Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		
				Code V	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)			
Common Stock	03/01/2013			М	1,000	А	\$ 52.72	9,687	D		
Common Stock	03/01/2013			S	1,000	D	\$ 66.39 (1)	8,687	D		

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. Transactic Code (Instr. 8)	5. Number on f Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Expiration Date		7. Title and Amount of Underlying Securities (Instr. 3 and 4)80(I0(I	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option	\$ 52.72	03/01/2013		М	1,000	05/22/2008	05/22/2014	Common Stock	1,000

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
KELLOGG HARRY W JR SVB FINANCIAL GROUP 3005 TASMAN DRIVE SANTA CLARA, CA 95054			Vice Chairman					
Signatures								
Denise West, Attorney-In-Fact Kellogg	7	03/04/2013						
**Signature of Reporting Pers	son		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 sale of the stock in this Form 4 was effected pursuant to a Rule 10b5-1 trading plan entered into by the reporting person effective (1) November 6, 2012. The 1,000 shares were sold through separate trades, with the sale prices ranging from \$66.37 to \$66.43 and at a

weighted average sale price of \$66.39.

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.