

SVB FINANCIAL GROUP  
Form 4  
September 16, 2014

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
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 \*  
Parsons Joan

(Last) (First) (Middle)  
SVB FINANCIAL GROUP, 3005  
TASMAN DRIVE  
(Street)

SANTA CLARA, CA 95054

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
SVB FINANCIAL GROUP [SIVB]

3. Date of Earliest Transaction  
(Month/Day/Year)  
09/12/2014

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)  
Head of Specialty Banking

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 Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Common Stock	09/12/2014		M		5,250 A \$ 60.37	16,675	D
Common Stock	09/12/2014		M		4,600 A \$ 64.37	21,275	D
Common Stock	09/12/2014		M		2,350 A \$ 71.11	23,625	D
Common Stock	09/12/2014		S		5,250 D \$ 115.4737	18,375	D
Common Stock	09/12/2014		S		4,600 D \$ 115.5241	13,775	D

Edgar Filing: SVB FINANCIAL GROUP - Form 4

Common Stock	09/12/2014	S	2,350	D	\$ 115.5523	11,425	D	
Common Stock	09/12/2014	S	5,425	D	\$ 115.4167 (1)	6,000	D	
Common Stock	09/12/2014	S	900	D	\$ 116.1056 (2)	5,100	D	
Common Stock						5,816	I	By 401(k)/ESOP

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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 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)	8. Amount or Number of Shares
Stock Option	\$ 71.11	09/12/2014		M	2,350	04/30/2014 04/30/2020	Common Stock	2,350
Stock Option	\$ 64.37	09/12/2014		M	4,600	05/01/2013 05/01/2019	Common Stock	4,600
Stock Option	\$ 60.37	09/12/2014		M	5,250	04/27/2012 04/27/2018	Common Stock	5,250

## Reporting Owners

Reporting Owner Name / Address	Relationships
Parsons Joan SVB FINANCIAL GROUP	Director 10% Owner Officer Head of Specialty Banking

3005 TASMAN DRIVE  
SANTA CLARA, CA 95054

## Signatures

Denise West, Attorney-in-fact for Joan  
Parsons

09/16/2014

\_\_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) The 5,425 shares were sold through separate trades, with the sale prices ranging from \$115.00 to \$115.9 and at a weighted average sale price of \$115.4167.
  - (2) The 900 shares were sold through separate trades, with the sale prices ranging from \$115.92 to \$116.31 and at a weighted average sale price of \$116.1056.

### Remarks:

All transactions reported in this Form 4 were affected pursuant to a Rule 10b5-1 trading plan entered into by the reporting person.

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.