Greene William Britton Form 4 March 01, 2010

# FORM 4

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

OMB 3235-0287 Number:

**OMB APPROVAL** 

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES** 

January 31, Expires: 2005 Estimated average

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Form 4 or Form 5 obligations may continue. See Instruction

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * Greene William Britton			2. Issuer Name <b>and</b> Ticker or Trading Symbol ST JOE CO [JOE]	5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)		
(Last) (First) (I		(Middle)	3. Date of Earliest Transaction	(спеск ан аррисаме)		
245 RIVERSIDE AVENUE, SUITE 500			(Month/Day/Year)	X Director 10% Owner		
			02/25/2010	X Officer (give title Other (specify below)		
				President and CEO		
(Street)			4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person		
			Filed(Month/Day/Year)			
JACKSONVILLE, FL 32202						

(City)	(State)	(Zip) Table	e I - Non-D	erivative	Secur	ities Acq	uired, Disposed o	f, or Beneficial	ly Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	ction Date 2A. Deemed		3. 4. Securities Acquired Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8)			5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code V	Amount	or	Price	Transaction(s) (Instr. 3 and 4)		
Common Stock	02/25/2010		S	300	D	\$ 27.37	352,163	D	
Common Stock	02/25/2010		S	100	D	\$ 27.36	352,063	D	
Common Stock	02/25/2010		S	700	D	\$ 27.35	351,363	D	
Common Stock	02/25/2010		S	500	D	\$ 27.34	350,863	D	
Common Stock	02/25/2010		S	600	D	\$ 27.33	350,263	D	

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Common Stock	02/25/2010	S	2,200	D	\$ 27.32	348,063	D
Common Stock	02/25/2010	S	200	D	\$ 27.31	347,863	D
Common Stock	02/25/2010	S	700	D	\$ 27.3	347,163	D
Common Stock	02/25/2010	S	1,800	D	\$ 27.29	345,363	D
Common Stock	02/25/2010	S	900	D	\$ 27.28	344,463	D
Common Stock	02/25/2010	S	100	D	\$ 27.27	344,363	D
Common Stock	02/25/2010	S	500	D	\$ 27.26	343,863	D
Common Stock	02/25/2010	S	100	D	\$ 27.25	343,763	D
Common Stock	02/25/2010	S	159	D	\$ 27.24	343,604	D
Common Stock	02/25/2010	S	300	D	\$ 27.23	343,304	D
Common Stock	02/25/2010	S	700	D	\$ 27.22	342,604	D
Common Stock	02/25/2010	S	241	D	\$ 27.21	342,363	D
Common Stock	02/25/2010	S	300	D	\$ 27.2	342,063	D
Common Stock	02/25/2010	S	500	D	\$ 27.19	341,563	D
Common Stock	02/25/2010	S	100	D	\$ 27.17	341,463	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	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exercisable and	7. Title and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onNumber	Expiration Date	Amount of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/Year)	Underlying	Security	Secu
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e	Securities	(Instr. 5)	Bene
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Derivative Securities (Instr. 3 and 4) Security Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) Code V (A) (D) Date Expiration Title Amount Exercisable Date Number of Shares

Own

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### **Reporting Owners**

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
Greene William Britton 245 RIVERSIDE AVENUE SUITE 500 JACKSONVILLE, FL 32202	X		President and CEO					

### **Signatures**

/s/ Reece B. Alford, by power of attorney

\*\*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).

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.

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