

ServisFirst Bancshares, Inc.
 Form 4
 March 07, 2014

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

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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 *
 Pouncey Clarence C. III

(Last) (First) (Middle)

11 PINEHURST

(Street)

SHOAL CREEK, AL 35242

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

ServisFirst Bancshares, Inc. [NONE]

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

03/15/2013

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)
 Executive VP and COO

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 Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			
Common Stock					71,667	D	
Common Stock					333	I	By Daughter ⁽¹⁾
Common Stock	03/15/2013		C	1,320 A <u>(2)</u>	4,620 <u>(3)</u>	I	By Entity in which Spouse Holds Interest

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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 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
6% Preferred Securities of ServisFirst Capital Trust II	(2)	03/15/2013		C	33	(4) 03/15/2013(4)	Common Stock	1,320

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Pouncey Clarence C. III 11 PINEHURST SHOAL CREEK, AL 35242			Executive VP and COO	

Signatures

/s/ Clarence C. Pouncey, III 03/07/2014

**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).

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- (1) The reporting person no longer has a reportable interest in 333 shares of ServisFirst Bancshares, Inc. common stock beneficially owned by the reporting person's adult daughter, and the reporting person will not include such shares in his future ownership reports.
- (2) The 6% Preferred Securities automatically and mandatorily converted into shares of ServisFirst Common Stock on March 15, 2013 at a conversion price of \$25 per share.
The total number of shares beneficially owned by Mr. Pouncey's spouse has been adjusted to include an additional 300 shares of
- (3) ServisFirst Common Stock, which reflects her increase in ownership in the limited liability company that holds the shares from 30% to 33% interest.

- The 6% Preferred Securities were convertible, in whole or in part, at any time prior to the earliest to occur 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. Any 6%
- (4) Preferred Securities which remained outstanding on March 15, 2013 were automatically and mandatorily converted into shares of 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.

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