

UMPQUA HOLDINGS CORP  
 Form 4  
 February 07, 2014

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL  
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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 \*  
 FARNSWORTH RON L

(Last) (First) (Middle)  
 ONE SW COLUMBIA STREET,  
 SUITE 1200  
 (Street)

PORTLAND, OR 97258

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
 UMPQUA HOLDINGS CORP  
 [UMPQ]

3. Date of Earliest Transaction  
 (Month/Day/Year)  
 02/05/2014

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)  
 EVP/CFO

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 Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
				Code	V	Amount	
Common Stock	02/05/2014		F	(1)	1,454	D	\$ 16.75 117,369
Common Stock	02/05/2014		M		3,000	A	\$ 9.23 120,369
Common Stock	02/05/2014		F	(2)	1,653	D	\$ 16.75 118,716
Common Stock	02/05/2014		F	(1)	489	D	\$ 16.75 118,227
Common Stock	02/05/2014		M		8,000	A	\$ 11.89 126,227

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Common Stock	02/05/2014	F	5,678 (2)	D	\$ 16.75	120,549	D	
Common Stock	02/05/2014	F	843 (1)	D	\$ 16.75	119,706	D	
Common Stock	02/05/2014	M	20,000	A	\$ 10.97	139,706	D	
Common Stock	02/05/2014	F	13,098 (2)	D	\$ 16.75	126,608	D	
Common Stock	02/05/2014	F	2,508 (1)	D	\$ 16.75	124,100	D	
Common Stock	02/07/2014	S	7,100 (3)	D	\$ 17.14	117,000	D	
Common Stock						1,135	I	by 401(k)
Common Stock						4,179	I	by IRA
Common Stock						2,274	I	by Spouse IRA

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.**

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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. 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 Underlying Security (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title
Non-Qualified Stock Option (right to buy)	\$ 9.23	02/05/2014		M	3,000	02/02/2010 <sup>(4)</sup> 02/01/2019	Common Stock
Non-Qualified Stock Option (right to buy)	\$ 10.97	02/05/2014		M	20,000	01/31/2012 <sup>(5)</sup> 01/30/2021	Common Stock

