

Holland Jayne Ellen  
 Form 4  
 December 14, 2009

**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

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 \*  
 Holland Jayne Ellen

2. Issuer Name and Ticker or Trading Symbol  
 CONSUMER PORTFOLIO SERVICES INC [CPSS]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 19500 JAMBOREE RD  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 12/10/2009

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 Sr Vice President

IRVINE, CA 92612  
 (City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

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 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   |  |                                   |

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 | 2. Conversion or Exercise | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any | 4. Transaction Code | 5. Number of Derivative Securities Acquired | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities |
|---------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|---|--|--|
|---------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|---|--|--|

Edgar Filing: Holland Jayne Ellen - Form 4

| (Instr. 3)                   | Price of Derivative Security | (Month/Day/Year) | (Instr. 8) | (A) or Disposed of (D)<br>(Instr. 3, 4, and 5) |        |        | Date Exercisable | Expiration Date | (Instr. 3 and 4)<br>Title | Amount or Number of Shares |
|------------------------------|------------------------------|------------------|------------|--|--------|--------|------------------|-----------------|---------------------------|----------------------------|
|                              |                              |                  | Code       | V  | (A)    | (D)    |                  |                 |                           |                            |
| stock options (right to buy) | \$ 2.5                       | 12/10/2009       | D          |  |        | 5,000  | <u>(1)</u>       | 01/17/2011      | common stock no par value | 5,000                      |
| stock options (right to buy) | \$ 1.5                       | 12/10/2009       | A          |  | 5,000  |        | <u>(3)</u>       | 01/17/2011      | common stock no par value | 5,000                      |
| stock options (right to buy) | \$ 2.64                      | 12/10/2009       | D          |  |        | 10,000 | <u>(1)</u>       | 07/17/2013      | common stock no par value | 10,000                     |
| stock options (right to buy) | \$ 1.5                       | 12/10/2009       | A          |  | 10,000 |        | <u>(3)</u>       | 07/17/2013      | common stock no par value | 10,000                     |
| stock options (right to buy) | \$ 3.18                      | 12/10/2009       | D          |  |        | 20,000 | <u>(1)</u>       | 01/30/2018      | common stock no par value | 20,000                     |
| stock options (right to buy) | \$ 1.5                       | 12/10/2009       | A          |  | 20,000 |        | <u>(3)</u>       | 01/30/2018      | common stock no par value | 20,000                     |
| stock options (right to buy) | \$ 4                         | 12/10/2009       | D          |  |        | 10,000 | <u>(1)</u>       | 04/26/2014      | common stock no par value | 10,000                     |
| stock options (right to buy) | \$ 1.5                       | 12/10/2009       | A          |  | 10,000 |        | <u>(3)</u>       | 04/26/2014      | common stock no par value | 10,000                     |
| stock options (right to buy) | \$ 4.25                      | 12/10/2009       | D          |  |        | 5,000  | <u>(1)</u>       | 01/17/2011      | common stock no par value | 5,000                      |
| stock options (right to buy) | \$ 1.5                       | 12/10/2009       | A          |  | 5,000  |        | <u>(3)</u>       | 01/17/2011      | common stock no par value | 5,000                      |

## Edgar Filing: Holland Jayne Ellen - Form 4

|                              |         |            |   |        |            |            |                           |        |  |
|------------------------------|---------|------------|---|--------|------------|------------|---------------------------|--------|--|
| buy)                         |         |            |   |        |            |            |                           |        |  |
| stock options (right to buy) | \$ 5.04 | 12/10/2009 | D | 10,000 | <u>(1)</u> | 04/29/2015 | common stock no par value | 10,000 |  |
| stock options (right to buy) | \$ 1.5  | 12/10/2009 | A | 10,000 | <u>(3)</u> | 04/29/2015 | common stock no par value | 10,000 |  |
| stock options (right to buy) | \$ 5.26 | 12/10/2009 | D | 20,000 | <u>(1)</u> | 07/30/2017 | common stock no par value | 20,000 |  |
| stock options (right to buy) | \$ 1.5  | 12/10/2009 | A | 20,000 | <u>(3)</u> | 07/30/2017 | common stock no par value | 20,000 |  |
| stock options (right to buy) | \$ 6    | 12/10/2009 | D | 10,000 | <u>(1)</u> | 12/30/2015 | common stock no par value | 10,000 |  |
| stock options (right to buy) | \$ 1.5  | 12/10/2009 | A | 10,000 | <u>(3)</u> | 12/30/2015 | common stock no par value | 10,000 |  |
| stock options (right to buy) | \$ 6.04 | 12/10/2009 | D | 30,000 | <u>(1)</u> | 05/22/2017 | common stock no par value | 30,000 |  |
| stock options (right to buy) | \$ 1.5  | 12/10/2009 | A | 30,000 | <u>(3)</u> | 05/22/2017 | common stock no par value | 30,000 |  |
| stock options (right to buy) | \$ 6.85 | 12/10/2009 | D | 20,000 | <u>(1)</u> | 10/25/2016 | common stock no par value | 20,000 |  |
| stock options (right to buy) | \$ 1.5  | 12/10/2009 | A | 20,000 | <u>(3)</u> | 10/25/2016 | common stock no par value | 20,000 |  |
| stock options (right to buy) | \$ 6.91 | 12/10/2009 | D | 5,000  | <u>(1)</u> | 02/27/2017 | common stock no par value | 5,000  |  |

