

HEARTLAND FINANCIAL USA INC  
 Form 4  
 March 03, 2015

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
 COX JOHN W JR

2. Issuer Name and Ticker or Trading Symbol  
 HEARTLAND FINANCIAL USA INC [HTLF]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 1398 CENTRAL AVE.  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 05/27/2014

Director  10% Owner  
 Officer (give title below)  Other (specify below)

DUBUQUE, IA 52001

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

(City) (State) (Zip)

**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	05/27/2014		A	200	A	\$ 0	0 <sup>(1)</sup>	D
Common Stock	06/03/2014		A	19	A	\$ 24.17	0 <sup>(1)</sup>	D
Common Stock	06/09/2014		S	3,196	D	\$ 25.14	0 <sup>(1)</sup>	D
Common Stock	03/02/2015		S	2,035	D	\$ 30	5,125.5651 <sup>(2) (3)</sup>	D
Common Stock							20,321.5887 <sup>(2)</sup>	I
								Control Shareholder <sup>(4)</sup>



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- (3) Includes 1,450 shares of Restricted Stock Units granted under the 2015 Long-Term Incentive Plan. These shares are subject to a one (1) year vesting schedule.
- (4) Held in the name of John W. Cox Jr. Inc. Reporting person is managing, controlling shareholder.
- (5) Held in the name of McJoyce, Inc. Reporting person is managing, controlling shareholder.

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.