Edgar Filing: HUDSON JAMES H III - Form 4

HUDSON JA Form 4											
May 02, 201 FORM	4 UNITED) STATES		ITIES A			NGE C	OMMISSION	OMB AF OMB Number:	PROVAL 3235-0287	
Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b). TATEMENT 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 F	Responses)										
1. Name and Address of Reporting Person <u>*</u> HUDSON JAMES H III			2. Issuer Name and Ticker or Trading Symbol C & F FINANCIAL CORP [CFFI]				C	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) (First) (Middle) P.O. BOX 766			3. Date of Earliest Transaction (Month/Day/Year) 04/29/2011					XDirector10% Owner Officer (give titleOther (specify below)below)			
				nendment, Date Original onth/Day/Year)				 6. Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting Person _Form filed by More than One Reporting Person 			
(City)	(State)	(Zip)	Table	e I - Non-D	erivative (Secur	ities Acq	uired, Disposed of	, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Da (Month/Day/Year	r) Executio any	ned 3. 4. Securities Acquired n Date, if Transaction(A) or Disposed of (D Code (Instr. 3, 4 and 5) Day/Year) (Instr. 8) (A) or		d of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)				
Common Stock	04/29/2011			Code V M	Amount 1,500	(D) A	Price \$ 16.75	(Instr. 3 and 4) 7,180 (<u>1</u>)	D		
Common Stock	04/29/2011			J	0	D	\$0	312 <u>(2)</u>	I	Shares in spouse's name.	

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 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. Transactio Code (Instr. 8)	5. Number prof Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercis Expiration Dat (Month/Day/Y	e	7. Title and A Underlying S (Instr. 3 and	Securities I
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Common Stock	\$ 16.75	04/29/2011		М	1,500	05/01/2002	04/30/2011	Common Stock	1,500

Reporting Owners

Reporting Owner Name / Address	Relationships						
1	Director	10% Owner	Officer	Other			
HUDSON JAMES H III P.O. BOX 766 WEST POINT, VA 23181	Х						
Signatures							

/s/ James H. Hudson III	05/02/201		
**Signature of Reporting	Date		

Person

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).
- (1) Includes 123 shares as of March 1, 2011 not previously reported, which were acquired through routine acquisitions under the issuer's dividend reinvestment plan.
- (2) Includes 15 shares as of March 1, 2011 not previously reported, which were acquired through routine acquisitions under the issuer's dividend reinvestment plan.

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.