

TD AMERITRADE HOLDING CORP
 Form 144
 March 15, 2012

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES

PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

SEC USE ONLY
 DOCUMENT SEQUENCE NO.

CUSIP NUMBER

WORK LOCATION

ATTENTION: Transmit for filing 3 copies of this form concurrently with either placing an order with a broker to execute sale or executing a sale directly with a market maker.

| | | | | | |
|---|----------------------------|--------------------|-------------|---------------------|----------------------------|
| 1(a) NAME OF ISSUER (Please type or print) | | (b) IRS IDENT. NO. | | (c) S.E.C. FILE NO. | |
| TD Ameritrade Holding Corporation | | 82-0543156 | | 0-49992 | |
| 1(d) ADDRESS OF ISSUER | STREET | CITY | STATE | ZIP CODE | (e) TELEPHONE NO. |
| | | | | | AREA CODE NUMBER |
| | 4211 South 102nd Street | Omaha | NE | 68127 | 402 331-7856 |
| 2(a) NAME OF PERSON FOR WHOSE ACCOUNT THE SECURITIES ARE TO BE SOLD | (b) RELATIONSHIP TO ISSUER | | (c) ADDRESS | | STREET CITY STATE ZIP CODE |

Joseph H. Moglia Director 4211 South 102nd Street Omaha, NE 68127
INSTRUCTION: The person filing this notice should contact the issuer to obtain the I.R.S. Identification Number and the S.E.C. File Number.

| 3(a) Title of the | (b) Class of | SEC USE ONLY | (c) Number of Shares | (d) Aggregate | (e) Number of Shares | (f) Approximate | (g) Name of Each |
|--|-----------------------------|-----------------|-------------------------|-------------------|-------------------------|--------------------|---------------------|
| Name and Address of Each Broker Through Whom the | | File Number | or Other | Market | or Other | Date of Sale | Securities |
| To Be Sold | | | Units | Value | Units | (See Instr. 3(f)) | Exchange |
| Securities are to be Offered or Each Market | | | To Be Sold | (See Instr. 3(d)) | Outstanding | (MO. DAY YR.) | (See Instr. 3(g)) |
| Maker who is Acquiring the Securities | | | (See Instr. 3(c)) | | (See Instr. 3(e)) | | |
| Common | TD Ameritrade, Inc. | | 5,255,000 | \$98,688,900 | 548,539,141 | March 15, 2012 | Nasdaq, NSX, ARCA |
| Stock | 1005 North Ameritrade Place | | (1) | | | | |

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Bellevue, NE 68005

INSTRUCTIONS:

1. (a) Name of issuer
(b) Issuer's I.R.S. Identification Number
(c) Issuer's S.E.C. file number, if any
(d) Issuer's address, including zip code

(e) Issuer's telephone number, including area code
2. (a) Name of person for whose account the securities are to be sold
(b) Such person's relationship to the Issuer (e.g., officer, director, 10% stockholder, or member of immediate family of any of the foregoing)
(c) Such person's address, including zip code
3. (a) Title of the class of securities to be sold
(b) Name and address of each broker through whom the securities are intended to be sold
(c) Number of shares or other units to be sold (if debt securities, give the aggregate face amount)
(d) Aggregate market value of the securities to be sold as of a specified date within 10 days prior to the filing of this notice
(e) Number of shares or other units of the class outstanding, or if debt securities the face amount thereof outstanding, as shown by the most recent report or statement published by the issuer

(f) Approximate date on which the securities are to be sold
(g) Name of each securities exchange, if any, on which the securities are intended to be sold

TABLE I SECURITIES TO BE SOLD

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

| Title of the Class | Date you Acquired | Name of Acquisition Transaction | Name of Person from Whom Acquired <i>(If gift, also give date donor acquired)</i> | Amount of Securities Acquired | Date of Payment | Nature of Payment |
|--------------------|-------------------|---|--|-------------------------------|-----------------|-------------------|
| Common Stock | (2) | Exercise of stock options pursuant to Datek Online Holdings Corp. 2001 Stock Incentive Plan | TD Ameritrade Holding Corporation | 5,255,000 | (2) | (2) |

INSTRUCTIONS: If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

TABLE II SECURITIES SOLD DURING THE PAST 3 MONTHS

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

| Name and Address of Seller | Title of Securities Sold | Date of Sale | Amount of Securities Sold | Gross Proceeds |
|----------------------------|--------------------------|--------------|---------------------------|----------------|
|----------------------------|--------------------------|--------------|---------------------------|----------------|

REMARKS:

- (1) Sales to be effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on March 15, 2012. As indicated below, the representation below regarding the seller's knowledge of material information speaks as of the date of the adoption of the trading plan.
- (2) Cashless exercise, with aggregate exercise price of the options netted from the proceeds received from the sale of the common stock at the time of the sale.

INSTRUCTIONS:

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy

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Rule 10b5-1 under the Exchange Act, by signing this form and indicating the date that the plan was adopted or the instructions given, that person makes such representation as of the plan adoption or instruction date.

March 15, 2012

/s/ Joseph H. Moglia

DATE OF NOTICE

(SIGNATURE)

March 15, 2012

DATE OF PLAN ADOPTION OR GIVING OF INSTRUCTION,

The notice shall be signed by the person for whose account the securities are to be sold. At least one copy of the notice shall be manually signed. Any copies not manually signed shall bear typed or printed signatures.

IF RELYING ON RULE 10B5-1

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)