#### STIFEL FINANCIAL CORP

Form 4

February 16, 2011

### FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

2. Issuer Name and Ticker or Trading

OMB 3235-0287

**OMB APPROVAL** 

Number:

Expires:

5. Relationship of Reporting Person(s) to

January 31, 2005

0.5

Estimated average

burden hours per response...

if no longer subject to Section 16. Form 4 or Form 5

Check this box

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations Section 17(a) of the Public Utility Holding Company Act of 1935 or Section may continue. 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person \*

MULROY THOMAS P			Symbol			Issuer				
			STIFEL FINANCIAL CORP [SF]				(Check all applicable)			
(Last)	(First)	(Middle)	3. Date of	Earliest Tra	insaction					
			(Month/Da	ay/Year)				_X_ Director		6 Owner
200 GARRISON FOREST ROAD			02/14/2011				_X_ Officer (give title Other (specify below)			
									Director	
	4. If Amendment, Date Original				6. Individual or Joint/Group Filing(Check					
	Filed(Month/Day/Year)				Applicable Line) _X_ Form filed by One Reporting Person					
OWINGS M	MILLS, MD 211	17-4110							More than One Ro	
(City)	(State)	(Zip)	Table	e I - Non-Do	erivative S	Securit	ties Ac	quired, Disposed	of, or Beneficia	lly Owned
1.Title of	2. Transaction Da	ate 2A. Dee	emed	3.	4. Securit	ties		5. Amount of	6. Ownership	7. Nature of
Security (Month/Day/Year) Execution		on Date, if TransactionAcquired (A) or			r	Securities	Form: Direct	Indirect		
(Instr. 3)		any	any		Disposed of (D)		)	Beneficially	(D) or	Beneficial
		(Month/	Day/Year)	(Instr. 8)	(Instr. 3,	4 and	5)	Owned	Indirect (I)	Ownership
								Following	(Instr. 4)	(Instr. 4)
						(A)		Reported		
						or		Transaction(s)		
				Code V	Amount	(D)	Price	(Instr. 3 and 4)		
Common								190 102	D	
Stock								180,192	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

#### Edgar Filing: STIFEL FINANCIAL CORP - Form 4

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 of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. P Der Sec (Ins
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock Units	\$ 0	02/14/2011		A	9,469	<u>(1)</u>	(2)	Common Stock	9,469	
Phantom Stock Units	\$ 0	02/14/2011		A	2,367	<u>(3)</u>	(2)	Common Stock	2,367	
Phantom Stock Units	\$ 0	02/14/2011		A	22,727	<u>(4)</u>	(2)	Common Stock	22,727	

# **Reporting Owners**

Reporting Owner Name / Address	Relationships					
1	Director	10% Owner	Officer	Other		
MULROY THOMAS P						
200 GARRISON FOREST ROAD	X		Director			
OWINGS MILLS, MD 21117-4110						

## **Signatures**

THOMAS
MULROY 02/16/2011

\*\*Signature of Reporting Person Date

## **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) Units vest in 20% increments over a five year period.
- (2) No expiration date for these Units.
- (3) Units vest 100% five years from the grant date.
- (4) Units vest in equal yearly increments over a ten year period. This vesting may be accelerated based on the Company's performance.

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.

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