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

OMB Number:

3235-0287

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OMB APPROVAL

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obligations

if no longer

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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 may continue. See Instruction

30(h) of the Investment Company Act of 1940

1(b).

(Print or Type Responses)

1. Name and A HIMELFAR	Symbol	2. Issuer Name and Ticker or Trading Symbol STIFEL FINANCIAL CORP [SF]			5. Relationship of Reporting Person(s) to Issuer			
<i>a</i>	(E' A) (M		3. Date of Earliest Transaction			(Check all applicable)		
(Last)	(First) (M			ansaction	X Director	100	/- Owner	
116 TAPLO	`	(Month/Day/Year) 02/14/2011			X Director 10% Owner X Officer (give title Other (specify below) Director			
	4. If Amer	4. If Amendment, Date Original			6. Individual or Joint/Group Filing(Check			
BALTO, MI	Filed(Mont	Filed(Month/Day/Year)			Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(State) (Z	Zip) Table	I - Non-D	erivative Securities A	cquired, Disposed	of, or Beneficia	lly 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 onAcquired (A) or Disposed of (D) (Instr. 3, 4 and 5) (A) or Amount (D) Price	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)	
Common Stock					196,485	D		

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)

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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. Transactic Code (Instr. 8)	5. Number out Derivative 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. Pric Deriva Securi (Instr.
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock Units	\$ 0	02/14/2011		A	1,893	<u>(1)</u>	(2)	Common Stock	1,893	\$ (
Phantom Stock Units	\$ 0	02/14/2011		A	473	(3)	(2)	Common Stock	473	\$ (
Phantom Stock Units	\$ 0	02/14/2011		A	378	<u>(4)</u>	(2)	Common Stock	378	\$ (
Phantom Stock Units	\$ 0	02/14/2011		A	94	(3)	(2)	Common Stock	94	\$ (

Reporting Owners

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Othe		
HIMELFARB RICHARD J 116 TAPLOW ROAD BALTO, MD 21212	X		Director			

Signatures

RICHARD HIMELFARB

HIMELFARB 02/16/2011
**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) 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.

Reporting Owners 2

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(4) Fully vested.

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.