

RICKETTS J JOE  
Form 4  
May 04, 2009

**FORM 4**

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

OMB APPROVAL

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**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 \*  
RICKETTS J JOE

2. Issuer Name and Ticker or Trading Symbol  
TD AMERITRADE HOLDING CORP [AMTD]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

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

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

C/O HUGO LLC, 1395 S. PLATTE RIVER DRIVE

04/30/2009

(Street)

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

DENVER, CO 80223

(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 Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	04/30/2009		M		387,443 (1) \$ 12.92	A	58,637,737 D
Common Stock	04/30/2009		M		537,557 (1) \$ 8.41	A	59,175,294 D
Common Stock	04/30/2009		S		925,000 (2) \$ 16.24 (3)	D	58,250,294 D
Common Stock	05/01/2009		M		435,268 (1) \$ 8.41	A	58,685,562 D
	05/01/2009		M		\$ 4.25	A	59,125,294 D

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Common Stock				439,732 (1)				
Common Stock	05/01/2009	S	875,000 (4)	D	\$ 16.04 (5)	58,250,294	D	
Common Stock	05/04/2009	M	537,558 (1)	A	\$ 4.25	58,787,852	D	
Common Stock	05/04/2009	M	104,827 (1)	A	\$ 3.51	58,892,679	D	
Common Stock	05/04/2009	S	1,202,385 (6)	D	\$ 16.51 (7)	57,690,294	D	
Common Stock						20,493,876	I	By Spouse

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

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(9-02)

**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. Transaction Code (Instr. 8)	5. Number of 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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Options	\$ 12.92	04/30/2009		M <sup>(8)</sup>	387,443	<u>(9)</u>	09/30/2009	Common Stock	387,443
Stock Options	\$ 8.41	04/30/2009		M <sup>(8)</sup>	537,557	<u>(9)</u>	09/30/2009	Common Stock	537,557
Stock Options	\$ 8.41	05/01/2009		M <sup>(8)</sup>	435,268	<u>(9)</u>	09/30/2009	Common Stock	435,268
Stock Options	\$ 4.25	05/01/2009		M <sup>(8)</sup>	439,732	<u>(9)</u>	09/30/2009	Common Stock	439,732
Stock Options	\$ 4.25	05/04/2009		M <sup>(8)</sup>	537,558	<u>(9)</u>	09/30/2009	Common Stock	537,558
Stock Options	\$ 3.51	05/04/2009		M <sup>(8)</sup>	104,827	<u>(9)</u>	09/30/2009	Common Stock	104,827

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
RICKETTS J JOE C/O HUGO LLC, 1395 S. PLATTE RIVER DRIVE DENVER, CO 80223	X	X		

## Signatures

/s/ J. Joe

Ricketts

05/04/2009

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) Reflects shares received upon exercise of Stock Options granted to Mr. Ricketts pursuant to Rule 16b-3.
- (2) Reflects the aggregate amount of shares sold by Mr. Ricketts on April 30, 2009.
- (3) Reflects the weighted average sale price per share for Mr. Ricketts' transactions on April 30, 2009. The price per share for such transactions ranged from \$15.85 to \$16.85. Full information regarding the number of shares sold at each separate price will be provided to the United States Securities and Exchange Commission, the Issuer or a security holder of the Issuer upon a request for such information.
- (4) Reflects the aggregate amount of shares sold by Mr. Ricketts on May 1, 2009.
- (5) Reflects the weighted average sale price per share for Mr. Ricketts' transactions on May 1, 2009. The price per share for such transactions ranged from \$15.84 to \$16.19. Full information regarding the number of shares sold at each separate price will be provided to the United States Securities and Exchange Commission, the Issuer or a security holder of the Issuer upon a request for such information.
- (6) Reflects the aggregate amount of shares sold by Mr. Ricketts on May 4, 2009.
- (7) Reflects the weighted average sale price per share for Mr. Ricketts' transactions on May 4, 2009. The price per share for such transactions ranged from \$15.99 to \$16.83. Full information regarding the number of shares sold at each separate price will be provided to the United States Securities and Exchange Commission, the Issuer or a security holder of the Issuer upon a request for such information.
- (8) Exercise of Stock Options granted to Mr. Ricketts pursuant to Rule 16b-3.
- (9) Stock Options are currently exercisable.
- (10) The Stock Options were granted to Mr. Ricketts pursuant to Rule 16b-3.

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.