Edgar Filing: Heritage Insurance Holdings, Inc. - Form 4

Heritage Insurance Holdings, Inc. Form 4 December 02, 2015

| December 0 | 2, 2015 | | | | | | | | | | | | |
|--|---|------------------|----------|---|------------|------------------------|----------------------------------|---|--|---|--|--|--|
| FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 | | | | | | | | | OMB APPROVAL | | | | |
| | | | | | | | | | OMB Number: | 3235-0287 | | | |
| Check th if no lon | oer | | | | | | | Expires: | January 31, 2005 | | | | |
| subject to Section 2 Form 4 c | F CHAN | IGES IN SECUI | | FICL | AL OWN | ERSHIP OF | Estimated a burden hour response | verage | | | | | |
| Form 5 obligations may continue. See Instruction 1(b). 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) | | | | | | | | | | | | |
| | | | Symbol | Symbol | | | | | 5. Relationship of Reporting Person(s) to Issuer | | | | |
| | Heritage Insurance Holdings, Inc. [HRTG] | | | | | (Check all applicable) | | | | | | | |
| C/O HERITAGE INSURANCE (Mon 11/3 | | | (Month/I | nth/Dav/Year) | | | | X_ Director 10% Owner Officer (give title Other (specify below) below) | | | | | |
| | S, INC., 2600 ICK DRIVE SU | ITE 300 | | | | | | | | | | | |
| | | | | endment, D | - | al | | 6. Individual or Joint/Group Filing(Check | | | | | |
| Filed(Mo CLEARWATER, FL 33759 | | | | nth/Day/Yea | r) | | - | Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person | | | | | |
| (City) | (State) | (Zip) | Tab | le I - Non-l | Derivative | e Secu | rities Acqu | ired, Disposed of, | or Beneficiall | y Owned | | | |
| 1.Title of Security (Instr. 3) | urity (Month/Day/Year) Execution Date, if | | | 3. 4. Securities Acquired (A) Transactionor Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) (A) | | | | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | | | |
| | | | | Code V | Amount | or (D) | Price \$ | (Instr. 3 and 4) | | | | | |
| Common Stock | 11/30/2015 | | | S <u>(1)</u> | 5,000 | D | $(2)^{\phi}$ | 63,141 | D | | | | |
| Common Stock | 11/30/2015 | | | S <u>(1)</u> | 2,200 | D | \$ 22.4531 (2) | 60,941 | D | | | | |

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form (9-02)

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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)

| 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. 6. Date Exercisable and pNumber Expiration Date of (Month/Day/Year) Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | | ate | 7. Title Amoun Underl Securit (Instr. | nt of lying | 8. Price of Derivative Security (Instr. 5) | 9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr |
|---|---|---|---|--|---|---------------------|--------------------|---|--|---|---|
| | | | | Code V | (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | |

Reporting Owners

| Reporting Owner Name / Address | | Relationships | | | | | | |
|--|------------|---------------|-----------|---------|-------|--|--|--|
| | Γ | Director | 10% Owner | Officer | Other | | | |
| Vattamattam Joseph C/O HERITAGE INSURANCE HOLDING 2600 MCCORMICK DRIVE SUITE 300 CLEARWATER, FL 33759 | S, INC. | X | | | | | | |
| Signatures | | | | | | | | |
| /s/ Bruce Lucas, by Power of Attorney | 12/02/2015 | 5 | | | | | | |
| **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) The sales reported on this line were made pursuant to a 10b5-1 plan adopted by the Reporting Person on March 9, 2015.

The price is the weighted average price for the transactions reported on this line. The range of prices for the transactions reported on this (2) line is between \$22.20 and \$22.75 per share. Complete information regarding the number of shares purchased at each separate price will

be provided upon request by the Commission Staff, the issuer or a security holder of the issuer.

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.