

FULLER LYNN B
Form 4
March 14, 2012

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 *
FULLER LYNN B

2. Issuer Name and Ticker or Trading Symbol
HEARTLAND FINANCIAL USA
INC [HTLF]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
1398 CENTRAL AVE.
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
03/14/2012

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

DUBUQUE, IA 52001

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

(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 Beneficial Ownership (Instr. 4)
Common Stock					34,500 ⁽⁷⁾ ⁽¹⁰⁾	D	
Common Stock	03/14/2012		P	1,155 A	\$ 15.03	I	As Trustee ⁽²⁾
Common Stock					6,000 ⁽¹⁾	I	By Spouse
Common Stock					2,142.233 ⁽¹⁾ ⁽⁵⁾	I	By Son ⁽⁸⁾
Common Stock					123,078 ⁽¹⁾	I	As Trustee ⁽³⁾

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Common Stock	673,445 ⁽¹⁾ <u>(5)</u>	I	By Son ⁽⁹⁾
Common Stock	12,188 ⁽⁶⁾	I	HTLF Retirement Plan

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 displays a currently valid OMB control number.

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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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option (Right To Buy)	\$ 19.48					<u>(4)</u>	01/20/2014	Common Stock	15,000
Non-Qualified Stock Option (Right to Buy)	\$ 21					<u>(4)</u>	02/10/2015	Common Stock	15,000
Non-Qualified Stock Option (Right to Buy)	\$ 21.6					<u>(4)</u>	02/06/2016	Common Stock	10,000
Non-Qualified Stock Option (Right to Buy)	\$ 29.65					<u>(4)</u>	01/16/2017	Common Stock	10,000
Non-Qualified Stock Option (Right to Buy)	\$ 18.6					<u>(4)</u>	01/24/2018	Common Stock	8,000

