Edgar Filing: SHUFF RONALD F - Form 4

SITTLEE DONAL D.E.

SHUFF ROI	NALD F											
Form 4												
February 23	2011											
FORM	14	~						OMB AP	PROVAL			
	UNITED	UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							OMB Number:	3235-0287		
Check th if no long	Ter	X .										
subject to		EMENT OF CHANGES IN BENEFICIAL OWNERSHI							Expires: Estimated a	2005 Verage		
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Form 4 c Form 5			~ · ·	~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~					response	0.5		
obligatio	-						-	e Act of 1934,				
may con				•	•	· ·		1935 or Section	l			
See Instr	uction	30(h)	of the In	ivestment	Compar	iy Ac	t of 194	0				
1(b).												
(Print or Type]	Responses)											
	I I I I I I											
			2. Issue	er Name and Ticker or Trading				5. Relationship of Reporting Person(s) to				
			Symbol				0	Issuer				
-				SERVE C	ORP [FI	LS]		(Check all applicable)				
(Last)	(First) (Middle)	3. Date of Earliest Transaction					(Check	(Check an applicable)			
			(Month/I	nth/Day/Year)				Director 10% Owner				
			02/18/2	/2011				XOfficer (give titleOther (specify below) below)				
SUITE 2300								SVP, Sec. and Gen. Counsel				
(Street) 4. If			4. If Ame	f Amendment, Date Original				6. Individual or Joint/Group Filing(Check				
				Ionth/Day/Year)				Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting				
IRVING, T	X 75039							Person	ore than One Rep	porting		
(City)	(State)	(Zip)	Tab	la I Non I)onivotivo	Soon	ition A or	uired, Disposed of,	or Donoficial	v Ownod		
							-	· · · ·		-		
1.Title of Security	2. Transaction Date (Month/Day/Year)							5. Amount of Securities	6. Ownership	7. Nature of Indirect		
(Instr. 3)	(Wondi/Day/Tear)	any	n Date, n	Code (Instr. 3, 4 and 5)				Beneficially	Form: Direct Benefi			
. ,		•	Day/Year)	(Instr. 8)				Owned		Ownership		
								Following Reported	Indirect (I) (Instr. 4)	(Instr. 4)		
						(A)		Transaction(s)	(Instr. 4)			
				Code V	Amount	or (D)	Price	(Instr. 3 and 4)				
Common				coue v	Amount	(D)	Thee					
Stock							\$					
(\$1.25 par	02/18/2011			F	307	D	\$	13,011	D			
value per							130.33					
share)												

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)

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. Transacti Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Tit Amou Under Secur (Instr	int of rlying	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						
	Director	10% Owner	Officer	Other			
SHUFF RONALD F 5215 N. O'CONNOR BLVD., SUITE 2300 IRVING, TX 75039			SVP, Sec. and Gen. Counsel				
<u>o</u> , ,							

Signatures

/s/ Ronald F. 02/23/2011 Shuff

<u>**</u>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).

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.