

McCammon Mark  
Form 4  
December 20, 2017

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
McCammon Mark

2. Issuer Name and Ticker or Trading Symbol  
Conifer Holdings, Inc. [CNFR]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
550 W. MERRILL STREET, SUITE 200

3. Date of Earliest Transaction (Month/Day/Year)  
12/20/2017

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

(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

BIRMINGHAM, MI 48009

(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)                  |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  |                                | (A) or (D) Code V Amount Price                                    |   |  |  |
| Common Stock                    | 12/20/2017                           |  | S                              | 97,319 D \$ 5.78  | 0   | I  | Held by Strength Capital Partners II, L.P. (1)                         |
| Common Stock                    |                                      |  |                                |   | 319,291   | I  | Held by Strength Capital Partners III - Special Situations (AIV), L.P. |

|              |  |  |  |  |         |  |   |  |
|--------------|--|--|--|--|---------|--|---|--|
|              |  |  |  |  |         |  |   | (2)  |
| Common Stock |  |  |  |  | 9,000   |  | D |  |
| Common Stock |  |  |  |  | 414,508 |  | I | Held by Strength Capital Partners III - Special Situations, L.P. (3) |

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

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SEC 1474  
(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) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 6) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|
|  |  |                                      |  | 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 |
| McCammon Mark<br>550 W. MERRILL STREET<br>SUITE 200<br>BIRMINGHAM, MI 48009 | X             |           |         |       |

## Signatures

Brian J. Roney, by Power of Attorney  
12/20/2017

\_\_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 shares are held directly by Strength Capital Partners II, L.P. ("SCP"), and indirectly by Mr. McCammon as the managing partner of SCP. Mr. McCammon disclaims beneficial ownership in the shares held by SCP except to the extent of his pecuniary ownership therein.  
The shares are held directly by Strength Capital Partners III - Special Situations (AIV), L.P. ("SCP-SS"), and indirectly by Mr. McCammon as the managing partner of SCP-SS. Mr. McCammon disclaims beneficial ownership in the shares held by SCP-SS except to the extent of his pecuniary ownership therein.
- (2) The shares are held directly by Strength Capital Partners III - Special Situations, L.P. ("SCP III"), and indirectly by Mr. McCammon as the managing partner of SCP III. Mr. McCammon disclaims beneficial ownership in the shares held by SCP III except to the extent of his pecuniary ownership therein.
- (3)

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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