

SECURITIES AND EXCHANGE COMMISSION

FORM 4

Statement of changes in beneficial ownership of securities

Filing Date: **2013-03-19** | Period of Report: **2013-03-15**
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ISSUER

TD AMERITRADE HOLDING CORP

CIK: **1173431** | IRS No.: **820543156** | State of Incorporation: **DE** | Fiscal Year End: **0930**
SIC: **6211** Security brokers, dealers & flotation companies

Mailing Address

4211 SOUTH 102ND STREET
OMAHA NE 68127

Business Address

4211 SOUTH 102ND STREET
OMAHA NE 68127
4023317856

REPORTING OWNER

MOGLIA JOSEPH H

CIK: **1187586**
Type: **4** | Act: **34** | File No.: **001-35509** | Film No.: **13702599**

Mailing Address

AMERITRADE HOLDING
CORP
4211 S 102ND ST
OMAHA NE 68127

FORM 4

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

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

1. Name and Address of Reporting Person MOGLIA JOSEPH H			2. Issuer Name and Ticker or Trading Symbol TD AMERITRADE HOLDING CORP [AMTD]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 03/15/2013			6. Individual or Joint/Group Filing (Check applicable line) <input checked="" type="checkbox"/> Form Filed by One Reporting Person <input type="checkbox"/> Form Filed by More than One Reporting Person		
4211 SOUTH 102ND ST. (Street) OMAHA, NE 68127			4. If Amendment, Date Original Filed(Month/Day/Year)					
(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)
			Code	V	Amount	(A) or (D) Price			

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Covered Call Options (obligation to sell)	\$22	03/15/2013		S		86		03/15/2013	04/19/2013	Common Stock	8,600	\$25	86	D	
Covered Call Options (obligation to sell)	\$22	03/15/2013		S		500		03/15/2013	04/19/2013	Common Stock	50,000	\$23	500	I	By annuity trusts ⁽¹⁾

Covered Call Options (obligation to sell)	\$22	03/15/2013		S		500	03/15/2013	04/19/2013	Common Stock	50,000	\$20	1,000	I	By annuity trusts ⁽¹⁾
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Explanation of Responses:

- Shares are held by annuity trusts, for which Mr. Moglia is the grantor and a beneficiary.

Signatures

/s/ David L. Lambert, as attorney-in-fact for Joseph H. Moglia

** Signature of Reporting Person

03/19/2013

Date

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

* 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.

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 Number.