

RICKETTS J JOE  
Form 4  
December 09, 2010

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
RICKETTS J JOE

2. Issuer Name and Ticker or Trading Symbol  
TD AMERITRADE HOLDING CORP [AMTD]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
11/14/2010

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

C/O HUGO LLC, 1395 S. PLATTE RIVER DRIVE

(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

DENVER, CO 80223

(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		
Common Stock	11/14/2010		M <sup>(1)</sup>		31,222	A	\$ 0
Common Stock	12/07/2010		S <sup>(2)</sup>		85,277	D	\$ 18.55
Common Stock	12/08/2010		S <sup>(4)</sup>		617,464	D	\$ 18.54
Common Stock	12/09/2010		S <sup>(6)</sup>		96,934	D	\$ 18.55

(7)

Common Stock 14,441,835 I By Spouse

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.**

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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Restricted Stock Units	(8)	11/14/2010		M(8)	31,222	(9) 11/14/2010	Common Stock	31,222	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
RICKETTS J JOE C/O HUGO LLC, 1395 S. PLATTE RIVER DRIVE DENVER, CO 80223	X	X		

## Signatures

/s/ J. Joe  
Ricketts 12/09/2010

\*\*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) Reflects shares received upon the vesting of restricted stock units granted to Mr. Ricketts pursuant to Rule 16b-3.
- (2)

## Edgar Filing: RICKETTS J JOE - Form 4

Reflects the aggregate amount of shares sold by Mr. Ricketts on December 7, 2010 under a written trading plan adopted pursuant to Rule 10b5-1.

- (3) Reflects the weighted average sale price per share for Mr. Ricketts' transactions on December 7, 2010. The price per share for such transactions ranged from \$18.50 to \$18.61. Full information regarding the number of shares sold at each separate price will be provided to the United States Securities and Exchange Commission, the Issuer or a security holder of the Issuer upon a request for such information.
- (4) Reflects the aggregate amount of shares sold by Mr. Ricketts on December 8, 2010 under a written trading plan adopted pursuant to Rule 10b5-1.

Reflects the weighted average sale price per share for Mr. Ricketts' transactions on December 8, 2010. The price per share for such transactions ranged from \$18.50 to \$18.60. Full information regarding the number of shares sold at each separate price will be provided to the United States Securities and Exchange Commission, the Issuer or a security holder of the Issuer upon a request for such information.
- (5) Reflects the aggregate amount of shares sold by Mr. Ricketts on December 9, 2010 under a written trading plan adopted pursuant to Rule 10b5-1.

Reflects the weighted average sale price per share for Mr. Ricketts' transactions on December 9, 2010. The price per share for such transactions ranged from \$18.50 to \$18.61 Full information regarding the number of shares sold at each separate price will be provided to the United States Securities and Exchange Commission, the Issuer or a security holder of the Issuer upon a request for such information.
- (6) Vesting of restricted stock units granted to Mr. Ricketts pursuant to Rule 16b-3.
- (7) Restricted stock units became fully vested on November 14, 2010.
- (8) The restricted stock units were granted to Mr. Ricketts pursuant to Rule 16b-3.

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.