

FARNSWORTH RON L
 Form 4
 February 02, 2010

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 *
 FARNSWORTH RON L

2. Issuer Name and Ticker or Trading Symbol
 UMPQUA HOLDINGS CORP
 [UMPQ]

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)
 ___ Director ___ 10% Owner
 Officer (give title below) ___ Other (specify below)
 EVP/CFO

(Last) (First) (Middle)
 ONE SW COLUMBIA STREET,
 SUITE 1200
 (Street)

3. Date of Earliest Transaction
 (Month/Day/Year)
 01/29/2010

PORTLAND, OR 97258

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 Ownership (Instr. 4)		
				(A) or (D)	Price				
				Code	V	Amount			
Common Stock	01/29/2010		D	416 ⁽¹⁾	D	\$ 12.36	8,420	D	
Common Stock	02/02/2010		D	416 ⁽¹⁾	D	\$ 11.69	8,004	D	
Common Stock	02/02/2010		J	20	A	<u>(2)</u>	1,027 ⁽³⁾	I	by 401(k)
Common Stock							4,179	I	by IRA
Common Stock							2,274	I	by Spouse IRA

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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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(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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Incentive Stock Option (right to buy)	\$ 5.7					03/21/2001 ⁽⁴⁾ 03/21/2010	Common Stock 882
Non-Qualified Stock Option (right to buy)	\$ 9.23					02/02/2010 ⁽⁵⁾ 02/01/2019	Common Stock 15,000
Non-Qualified Stock Option (right to buy)	\$ 11.59					07/21/2009 ⁽⁶⁾ 07/20/2018	Common Stock 10,000
Non-Qualified Stock Option (right to buy)	\$ 13.34					01/02/2003 ⁽⁴⁾ 01/02/2012	Common Stock 1,500
Non-Qualified Stock Option (right to buy)	\$ 15.5					01/28/2009 ⁽⁷⁾ 01/27/2018	Common Stock 20,000
Non-Qualified Stock Option (right to buy)	\$ 22.94					04/19/2006 ⁽⁸⁾ 04/19/2015	Common Stock 10,000
Non-Qualified Stock Option (right to buy)	\$ 23.49					01/20/2006 ⁽⁹⁾ 01/20/2015	Common Stock 2,500

