Edgar Filing: AMERICAN EQUITY INVESTMENT LIFE HOLDING CO - Form 4

| | 5 5 | | | | | | | | | | | | |
|--|--|--|-----------|---|--|------------------|--------------|---|---|---------------------|--|--|--|
| AMERICAN Form 4 January 05, 2 | N EQUITY INVE 2015 | ESTMEN | Γ LIFE H | IOLDING | G CO | | | | | | | | |
| FORM | 14 | | | | | | | | OMB AF | PROVAL | | | |
| | UNITED | STATES | | RITIES A shington, | | | NGE C | OMMISSION | OMB Number: | 3235-0287 | | | |
| Check th if no long | ger | STATEMENT OF CHANGES IN BENEFICIAL OWN | | | | | | | Expires: | January 31, 2005 | | | |
| subject to Section 1 Form 4 c | \mathbf{SIAIE} | MENT O | ERSHIP OF | Estimated average burden hours per response 0. | | | | | | | | | |
| Form 5 obligatio may con <i>See</i> Instr 1(b). | ns Section 17 | Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, ^s Section 17(a) of the Public Utility Holding Company Act of 1935 or Section | | | | | | | | | | | |
| (Print or Type] | Responses) | | | | | | | | | | | | |
| 1. Name and A Clark Alexa | er Name and Ticker or Trading RICAN EQUITY STMENT LIFE HOLDING EL] | | | | 5. Relationship of Reporting Person(s) to Issuer | | | | | | | | |
| | | | | | (Check all applicable) | | | | | | | | |
| (Last) | Day/Year) | | | | Officer (give titleOther (specify below) | | | | | | | | |
| | | | | endment, Date Original 6 | | | | 6. Individual or Joint/Group Filing(Check Applicable Line) | | | | | |
| WEST DES | MOINES, IA 5 | 0266 | Theu(Mo | inni/Day/Tear | .) | | | _X_Form filed by O Form filed by M Person | | | | | |
| (City) | (State) | (Zip) | Tab | le I - Non-E | Derivative | Secu | rities Acqu | iired, Disposed of | , or Beneficiall | y Owned | | | |
| 1.Title of Security2. Transaction Date (Month/Day/Year)2A. Deemed Execution Date, if any (Month/Day/Year) | | | | 3.4. Securities Acquired Transactior(A) or Disposed of (D)5. Amount of Securities6.Code (Instr. 3, 4 and 5)Securities BeneficiallyOwnership Form: Direct Owned Following Reported0. | | | | | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | | | | |
| | | | | Code V | Amount | (A) or (D) | Price | Transaction(s) (Instr. 3 and 4) | (111501. 4) | | | | |
| Common Stock | 01/02/2015 | | | S | 1,543 | D | \$ 29.04 | 21,457 | D | | | | |
| Common Stock | 01/02/2015 | | | S | 800 | D | \$ 29.06 | 20,657 | D | | | | |
| Common Stock | 01/02/2015 | | | S | 300 | D | \$ 29.075 | 20,357 | D | | | | |
| Common Stock | 01/02/2015 | | | S | 100 | D | \$ 29.08 | 20,257 | D | | | | |
| Common Stock | 01/02/2015 | | | S | 400 | D | \$ 29.11 | 19,857 | D | | | | |

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| Common Stock | 01/02/2015 | S | 657 | D | \$ 29.12 | 19,200 | D |
|-----------------|------------|---|-------|---|--------------|--------|---|
| Common Stock | 01/02/2015 | S | 1,100 | D | \$ 29.13 | 18,100 | D |
| Common Stock | 01/02/2015 | S | 100 | D | \$ 29.135 | 18,000 | D |
| Common Stock | 01/02/2015 | S | 1,000 | D | \$ 29.14 | 17,000 | D |
| Common Stock | 01/02/2015 | S | 100 | D | \$ 29.145 | 16,900 | D |
| Common Stock | 01/02/2015 | S | 100 | D | \$ 29.16 | 16,800 | D |
| Common Stock | 01/02/2015 | S | 400 | D | \$ 29.165 | 16,400 | D |
| Common Stock | 01/02/2015 | S | 300 | D | \$ 29.17 | 16,100 | D |
| Common Stock | 01/02/2015 | S | 2,600 | D | \$ 29.175 | 13,500 | D |
| Common Stock | 01/02/2015 | S | 200 | D | \$ 29.19 | 13,300 | D |
| Common Stock | 01/02/2015 | S | 70 | D | \$ 29.225 | 13,230 | D |
| Common Stock | 01/02/2015 | S | 100 | D | \$ 29.23 | 13,130 | D |
| Common Stock | 01/02/2015 | S | 115 | D | \$ 29.27 | 13,015 | D |
| Common Stock | 01/02/2015 | S | 15 | D | \$ 29.29 | 13,000 | D |

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.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of | 2. | 3. Transaction Date | 3A. Deemed | 4. | 5. | 6. Date Exercisable and | 7. Title and | 8. Price of | 9. Nu |
|-------------|-------------|---------------------|--------------------|------------|------------|-------------------------|------------------|-------------|-------|
| Derivative | Conversion | (Month/Day/Year) | Execution Date, if | Transacti | onNumber | Expiration Date | Amount of | Derivative | Deriv |
| Security | or Exercise | | any | Code | of | (Month/Day/Year) | Underlying | Security | Secu |
| (Instr. 3) | Price of | | (Month/Day/Year) | (Instr. 8) | Derivativ | e | Securities | (Instr. 5) | Bene |
| | Derivative | | | | Securities | 5 | (Instr. 3 and 4) | | Owne |
| | Security | | | | Acquired | | | | Follo |
| | | | | | (A) or | | | | Repo |

Disposed of (D) (Instr. 3, 4, and 5) Trans (Instr

Code V (A) (D) Date Expiration Title Amount Exercisable Date or Number of

Shares

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | | | | |
|---|---------------|-----------|---------|-------|--|--|--|
| | Director | 10% Owner | Officer | Other | | | |
| Clark Alexander Meeker 6000 WESTOWN PARKWAY WEST DES MOINES, IA 50266 | Х | | | | | | |
| Signatures | | | | | | | |
| Debra J. Richardson, by Power of Attorney | | 01/05/ | 2015 | | | | |
| <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.