CONNOR GEOFFREY M

Form 4 May 10, 2011

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

3235-0287 January 31,

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OMB APPROVAL

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if no longer subject to Section 16. Form 4 or Form 5

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obligations may continue. See Instruction

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(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * CONNOR GEOFFREY M			2. Issue Symbol	er Name ar	nd Ticker or Trading	5. Relationship of Reporting Person(s) to Issuer			
				IDENT F	FINANCIAL C [PFS]		(Check	all applicable))
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year)			0	Director officer (give ti	10% tle Othe	
239 WASHINGTON STREET			05/06/2011			below)		below)	
(Street)			4. If Am	endment, I	Date Original	6. Individual or Joint/Group Filing(Check			
			Filed(Mo	onth/Day/Ye	ar)	Applicable Line) _X_ Form filed by One Reporting Person			
JERSEY C	ITY, NJ 07302						•	ore than One Re	
(City)	(State)	(Zip)	Tab	ole I - Non-	-Derivative Securities Acq	uired, D	isposed of,	or Beneficial	ly Owned
1.Title of	2. Transaction Da	e 2A. Deen	ned	3.	4. Securities Acquired (A) 5. Ar	nount of	6.	7. Nature
Security	(Month/Day/Year) Execution	n Date, if	Transacti	omr Disposed of (D)	Secu	rities	Ownership	Indirect
(Instr. 3)		any		Code	(Instr. 3, 4 and 5)	Bene	ficially	Form:	Beneficia

1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	3. Transaction Code (Instr. 8)		sed of	` ′	5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code V	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)	(I) (Instr. 4)	
Common Stock	05/06/2011		S	2,700	D	\$ 14.0226	65,182	D	
Common Stock	05/06/2011		S	300	D	\$ 14.02	64,882	D	
Common Stock							7,500	I	By IRA

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

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number.

8. P Der Sec (Ins

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)	cution Date, if TransactionNu Code of onth/Day/Year) (Instr. 8) De Sec Ac (A) Dis of (In transactionNu Code of (Instr. 8) De Code (Instr. 8) De Co		6. Date Exercisable and Expiration Date (Month/Day/Year) rivative curities equired) or sposed (D) sstr. 3, and 5)			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	
Stock Options	\$ 12.54					01/29/2009	01/29/2018	Common Stock	3,000 (1)	
Stock Options	\$ 17.94					01/29/2008	01/29/2017	Common Stock	2,000 (2)	
Stock Options	\$ 18.55					02/22/2007	02/22/2016	Common Stock	2,000 (3)	
Stock Options	\$ 18.57					07/17/2004	07/17/2013	Common Stock	160,000 (4)	

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			

CONNOR GEOFFREY M
239 WASHINGTON STREET X
JERSEY CITY, NJ 07302

Signatures

/s/ John F. Kuntz, Pursuant to Power of Attorney 05/10/2011

**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) Stock options vest at a rate of 20% per year over a period ending January 29, 2013.
- (2) Stock options vest at a rate of 20% per year over a period ending January 29, 2012.
- (3) Stock options vest at a rate of 20% per year over a period ending on February 22, 2011.

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(4) Stock options vest at a rate of 20% per year over a period ending on July 17, 2008.

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