

Branch Gregory C
Form 4
May 10, 2018

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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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 *
Branch Gregory C

2. Issuer Name and Ticker or Trading Symbol
UNITED INSURANCE HOLDINGS CORP. [UIHC]

5. Relationship of Reporting Person(s) to Issuer
(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
05/08/2018

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

C/O UNITED INSURANCE HOLDINGS CORP., 800 2ND AVENUE S

(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

ST. PETERSBURG, FL 33701

(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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| Common Stock | 05/08/2018 | | A | V Amount 40,000 A Price \$ 19.72 | 1,689,197 | D | |
| Common Stock | | | | | 118,588 | I | Held by Branch Journey, LLC. Reporting person is sole manager of Branch |

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| | | | | |
|--------------|--|---------|---|--|
| Common Stock | | 101,848 | I | Journey, LLC. ⁽¹⁾ Trustee for OC Branch Revocable Trust f/b/o Christina M. Branch ⁽²⁾ |
| Common Stock | | 101,848 | I | Trustee for OC Branch Revocable Trust f/b/o Overby C. Branch III ⁽³⁾ |
| Common Stock | | 101,848 | I | Trustee for OC Branch Revocable Trust f/b/o Jennifer L. Branch ⁽⁴⁾ |
| Common Stock | | 101,848 | I | Trustee for OC Branch Revocable Trust f/b/o Tracy L. Drake ⁽⁵⁾ |
| Common Stock | | 40,000 | I | Held by Branch Family Foundation, Inc. ⁽⁶⁾ |

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 | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Nu |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|-------|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|-------|

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

(Instr

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

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|--------------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| Branch Gregory C C/O UNITED INSURANCE HOLDINGS CORP. 800 2ND AVENUE S ST. PETERSBURG, FL 33701 | X | | | |

Signatures

/s/ Jessica Strathman, Attorney-in-Fact for Gregory C.
Branch

05/10/2018

**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) The amount of securities beneficially owned as reported in column 5 include 118,588 shares that were previously held by the Greg Branch Family LP and transferred to Branch Journey, LLC in December 2012. Reporting Person is the sole manager of Branch Journey, LLC.
- (2) Held by the Reporting Person as Trustee of the O C Branch Jr. Revocable Trust f/b/o Christina M. Branch
- (3) Held by the Reporting Person as Trustee of the O C Branch Jr. Revocable Trust f/b/o Overby C. Branch III
- (4) Held by the Reporting Person as Trustee of the O C Branch Jr. Revocable Trust f/b/o Jennifer L. Branch
- (5) Held by the Reporting Person as Trustee of the O C Branch Jr. Revocable Trust f/b/o Tracy L. Drake
- (6) The amount of securities beneficially owned as reported in column 5 include 40,000 shares that were previously held by the Reporting Person and transferred to Branch Family Foundation, Inc. in 2018. Reporting Person is president and director of Branch Family Foundation Inc.

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.