

Brown Joel Edward
 Form 3
 March 07, 2011

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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)

<p>1. Name and Address of Reporting Person *</p> <p>Â Brown Joel Edward</p> <p>(Last) (First) (Middle)</p> <p>518 EAST BROAD STREEET</p> <p>(Street)</p> <p>COLUMBUS,Â OHÂ 43215</p> <p>(City) (State) (Zip)</p>	<p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>03/04/2011</p>	<p>3. Issuer Name and Ticker or Trading Symbol</p> <p>State Auto Financial CORP [STFC]</p>	<p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner</p> <p><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other</p> <p>(give title below) (specify below)</p> <p>Vice President</p>	<p>5. If Amendment, Date Original Filed(Month/Day/Year)</p>	<p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person</p> <p><input type="checkbox"/> Form filed by More than One Reporting Person</p>
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Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Shares without par value	5,472.7	D	Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of	

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				Shares		(I) (Instr. 5)	
Employee Stock Option (Right to Buy) NQ	05/27/2005 ⁽¹⁾	05/26/2014	Common Shares	2,250	\$ 30.86	D	Â
Employee Stock Option (Right to Buy) NQ	05/10/2006 ⁽¹⁾	05/09/2015	Common Shares	2,250	\$ 26.45	D	Â
Employee Stock Option (Right to Buy) NQ	05/17/2007 ⁽¹⁾	05/16/2016	Common Shares	6,300	\$ 33.5	D	Â
Employee Stock Option (Right to Buy) NQ	05/03/2008 ⁽¹⁾	05/02/2017	Common Shares	4,205	\$ 29.53	D	Â
Employee Stock Option (Right to Buy) NQ	03/06/2009 ⁽¹⁾	03/05/2018	Common Shares	3,627	\$ 25.81	D	Â
Employee Stock Option (Right to Buy) NQ	03/05/2010 ⁽¹⁾	03/04/2019	Common Shares	3,672	\$ 14.49	D	Â
Employee Stock Option (Right to Buy) NQ	03/04/2011 ⁽¹⁾	03/03/2020	Common Shares	5,743	\$ 18.78	D	Â
Employee Stock Option (Right to Buy) NQ	03/03/2012 ⁽¹⁾	03/02/2021	Common Shares	9,627	\$ 17.03	D	Â
Employee Stock Option (Right to Buy) ISO	05/22/2004 ⁽¹⁾	05/21/2013	Common Shares	2,250	\$ 18.74	D	Â
Employee Stock Option (Right to Buy) ISO	05/27/2005 ⁽¹⁾	05/26/2014	Common Shares	2,250	\$ 30.86	D	Â
Employee Stock Option (Right to Buy) ISO	05/10/2006 ⁽¹⁾	05/09/2015	Common Shares	2,250	\$ 26.45	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Brown Joel Edward 518 EAST BROAD STREEET COLUMBUS, OH 43215	Â	Â	Â Vice President	Â

Signatures

/s/ Joel E. Brown by James
A. Yano, attorney in fact, 03/07/2011
per POA attached

**Signature of Reporting Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 5(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 options vest in three equal annual installments from date of grant.

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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.