#### C & F FINANCIAL CORP

Form 4

August 15, 2016

### FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

OMB Number:

**OMB APPROVAL** 

3235-0287

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January 31, 2005

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

obligations

1(b).

Check this box

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 may continue. 30(h) of the Investment Company Act of 1940 See Instruction

(Print or Type Responses)

1. Name and Address of Reporting Person \* LAWSON JOSHUA H

2. Issuer Name and Ticker or Trading Symbol

5. Relationship of Reporting Person(s) to

Issuer

(Last) (First)

(Middle)

C & F FINANCIAL CORP [CFFI] 3. Date of Earliest Transaction

(Check all applicable)

P. O. BOX 15, 610 THOMPSON **AVENUE** 

(Month/Day/Year)

08/10/2016

\_X\_\_ Director 10% Owner \_Other (specify Officer (give title

6. Individual or Joint/Group Filing(Check

below)

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

Applicable Line)

\_X\_ Form filed by One Reporting Person

Form filed by More than One Reporting

WEST POINT, VA 23181

| (City)                               | (State)                                 | (Zip) Tab   | le I - Non-                            | Derivativ                      | e Secu                       | rities Acqu  | uired, Disposed o  | of, or Benefici  | ally Owned  |
|--------------------------------------|---|---|--|--------------------------------|------------------------------|--------------|--|--|---|
| 1.Title of<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3.<br>Transactic<br>Code<br>(Instr. 8) | 4. Securion(A) or D (Instr. 3, | ispose<br>4 and<br>(A)<br>or | d of (D)     | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
| Common<br>Stock                      | 08/10/2015                              |   | M                                      | 535                            | A                            | \$ 37.17     | 11,631   | D  |   |
| Common<br>Stock                      | 08/10/2016                              |   | S                                      | 400                            | D                            | \$ 44        | 11,231   | D  |   |
| Common<br>Stock                      | 08/15/2016                              |   | M                                      | 535                            | A                            | \$ 37.17     | 11,766   | D  |   |
| Common<br>Stock                      | 08/15/2016                              |   | S                                      | 461                            | D                            | \$<br>43.661 | 11,305   | D  |   |
| Common<br>Stock                      |   |   |  |                                |                              |              | 23,846   | I  | Shares<br>Held by<br>Controlled                       |

Company

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.

SEC 1474 (9-02)

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

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. 5. Number Transactionof Code Derivative (Instr. 8) Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) |     | Expiration Date e (Month/Day/Year) |                     | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |                 |  |
|---|---|---|---|---|-----|------------------------------------|---------------------|---|-----------------|--|
|   |   |   |   | Code V  | (A) | (D)                                | Date<br>Exercisable | Expiration<br>Date  | Title           | Amount<br>or<br>Number<br>of<br>Shares |
| Common<br>Stock                                     | \$ 37.17  | 08/10/2016                              |   | M   |     | 535                                | 05/01/2007          | 05/01/2017  | Common<br>Stock | 535                                    |
| Common<br>Stock                                     | \$ 37.17  | 08/15/2016                              |   | M   |     | 535                                | 05/01/2007          | 05/01/2017  | Common<br>Stock | 535                                    |

# **Reporting Owners**

| Reporting Owner Name / Address | Keiationsnips |           |         |       |  |  |  |
|--------------------------------|---------------|-----------|---------|-------|--|--|--|
| •                              | Director      | 10% Owner | Officer | Other |  |  |  |
| LAWSON JOSHUA H                |               |           |         |       |  |  |  |
| P. O. BOX 15                   | X             |           |         |       |  |  |  |
| 610 THOMPSON AVENUE            | Λ             |           |         |       |  |  |  |

## **Signatures**

WEST POINT, VA 23181

| /s/ Joshua H.<br>Lawson         | 08/15/201 |  |  |  |
|---------------------------------|-----------|--|--|--|
| **Signature of Reporting Person | Date      |  |  |  |

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## **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.