

FOX BRIAN  
Form 4  
January 24, 2019

**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 \*  
FOX BRIAN

2. Issuer Name and Ticker or Trading Symbol  
HEARTLAND FINANCIAL USA  
INC [HTLF]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
1398 CENTRAL AVE  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
01/22/2019

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
EVP, Operations

DUBUQUE, IA 52001

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

(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 Beneficial Ownership (Instr. 4)
Common Stock					2,000	D <sup>(1)</sup>	
Common Stock					12,085.1958 <sup>(2)</sup>	I	Trust <sup>(3)</sup>
Common Stock	01/22/2019		A	467 <sup>(4)</sup> A	\$ 41.77	I	Trust <sup>(3)</sup>
Common Stock	01/22/2019		M	942 A	\$ 47.54	I	Trust <sup>(3)</sup>
Common Stock	01/22/2019		M	391 A	\$ 47.54	I	Trust <sup>(3)</sup>

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Common Stock	01/22/2019	M	282	A	\$ 47.54	14,167.1958 (2)	I	Trust (3)
Common Stock	01/22/2019	M	191	A	\$ 47.54	14,358.1958 (2)	I	Trust (3)

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 of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
2018 Time-Based Restricted Stock	(5)					(6) (6)	Common Stock	799
2018 Performance Based Restricted Stock (3-year performance)	(5)					(7) (7)	Common Stock	1,066
2018 Performance Based Restricted Stock (1-year performance)	(5)					(8) (8)	Common Stock	799
2017 Time-Based Restricted Stock	(5)					(9) (9)	Common Stock	597
	(5)	01/22/2019		F	298	(9) (9)		299

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2017 Time-Based Restricted Stock							Common Stock	
2017 Performance Based Restricted Stock (3-year performance)	<u>(5)</u>					<u>(10)</u>	<u>(10)</u>	Common Stock 448
2017 Performance Based Restricted Stock (1-year performance)	<u>(5)</u>					<u>(11)</u>	<u>(11)</u>	Common Stock 547
2016 Time-Based Restricted Stock	<u>(5)</u>					<u>(12)</u>	<u>(12)</u>	Common Stock 439
2016 Time-Based Restricted Stock	<u>(5)</u>	01/22/2019	F	439		<u>(12)</u>	<u>(12)</u>	Common Stock 0
2016 Performance Based Restricted Stock (3-year performance)	<u>(5)</u>					<u>(13)</u>	<u>(13)</u>	Common Stock 698
2016 Performance Based Restricted Stock (1-year performance)	<u>(5)</u>					<u>(14)</u>	<u>(14)</u>	Common Stock 1,465
2016 Performance Based Restricted Stock (1-year performance)	<u>(5)</u>	01/22/2019	F	1,465		<u>(14)</u>	<u>(14)</u>	Common Stock 0
2015 Time-Based Restricted Stock	<u>(5)</u>					<u>(15)</u>	<u>(15)</u>	Common Stock 1,167

2015									
Time-Based	(5)	01/22/2019	F	584	(15)	(15)	Common	583	
Restricted							Stock		
Stock									
2014									
Time-Based	(5)				(16)	(16)	Common	490	
Restricted							Stock		
Stock									

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FOX BRIAN 1398 CENTRAL AVE DUBUQUE, IA 52001			EVP, Operations	

## Signatures

/s/ Brian Fox                      01/24/2019  
 \_\_Signature of                      Date  
 Reporting Person

## 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) These shares are held in an IRA.
- (2) These shares participate in a Dividend Reinvestment Plan.
- (3) These shares held by Fox Revocable Trust dated 11/19/2001, Brian J Fox and Brenda J Fox, Trustees
- (4) Reflects shares purchased through the Employee Stock Purchase Program
- (5) Each restricted stock unit represents a contingent right to receive one share of Issuer's common stock.
- (6) Of these restricted stock units, 1/3 vest on 3-6-2019, 1/3 vest on 3-6-2020, and 1/3 vest on 3-6-2021.
- (7) These restricted stock units vest in 2021 if certain performance measures are achieved by the Issuer.
- (8) These restricted stock units vest on 3-6-2021 if certain performance measures are achieved by the Issuer.
- (9) Of these restricted stock units, 1/3 vest in 01-2018, 1/3 vest in 01-2019 and 1/3 vest in 01-2020.
- (10) These restricted stock units vest in 2020 if certain performance measures are achieved by the Issuer.
- (11) These restricted stock units vest on 1-19-2020 if certain performance measures are achieved by the Issuer.
- (12) Of these restricted stock units, 1/3 vest on 1-19-2017, 1/3 vest on 1-19-2018, and 1/3 vest on 1-19-2019.
- (13) These restricted stock units vest in 2019 if certain performance measures are achieved by the Issuer.
- (14) These restricted stock units vest on 1-19-2019 if certain performance measures are achieved by the Issuer.
- (15) Of these restricted stock units, 1/3 vest on 1-20-2018, 1/3 vest on 1-20-2019, and 1/3 vest on 1-20-2020.
- (16) Of these restricted stock units, 1/3 vest on 3-11-2017, 1/3 vest on 3-11-2018, and 1/3 vest on 3-11-2019.

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.