

UMPQUA HOLDINGS CORP

Form 4

April 25, 2014

**FORM 4**

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

OMB APPROVAL

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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   
**MACHUCA LUIS**

(Last) (First) (Middle)

**ONE SW COLUMBIA STREET,  
SUITE 1200**

(Street)

**PORTLAND, OR 97258**

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
**UMPQUA HOLDINGS CORP**  
**[UMPQ]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**04/24/2014**

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting  
Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially 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>Transaction<br>Code<br>(Instr. 8) | 4. Securities<br>Acquired (A) or<br>Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|---|---|---|--|--|--|---|
|                                       |   |   | Code                                    | V Amount<br>(D) Price  |  |  |   |
| Common<br>Stock                       | 04/24/2014                              |   | A                                       | <u>2,000</u><br>(1)  | \$ 0 4,116   | D  |   |
| Common<br>Stock                       | 04/24/2014                              |   | J                                       | 1,153 A <u>2</u>   | 20,081 <u>3</u>  | I  | by<br>Deferred<br>Comp Pln  |

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

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(9-02)

