

PROTECTIVE LIFE CORP
 Form 4
 July 08, 2005

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

OMB APPROVAL

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

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(Print or Type Responses)

1. Name and Address of Reporting Person *
 BRIGGS ROBERT S

2. Issuer Name and Ticker or Trading Symbol
 PROTECTIVE LIFE CORP [PL]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

2801 HIGHWAY 280 SOUTH

3. Date of Earliest Transaction (Month/Day/Year)
 07/06/2005

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

(Street)

BIRMINGHAM, AL 35223

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)	
			Code	V	Amount	(A) or (D)				Price
Common Stock	07/06/2005		A		414	A	\$ 41.907	18,423.84	D ⁽¹⁾	
Common Stock	07/06/2005		F		226	D	\$ 41.907	18,197.84	D ⁽¹⁾	
Common Stock	07/06/2005		A		6,494.46	A	\$ 41.907	74,456.7016	I	
Common Stock								35,470.8543	I	Deferred Compensation ⁽²⁾
Common Stock								1,529.005	I	By 401(k) ⁽³⁾
Common Stock									I	By daughter ⁽⁴⁾

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Common Stock 1,529.005 I By son ⁽⁵⁾

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

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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 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. Price of Derivative Security (Instr. 5)
<u>SAR 06</u> (6)	\$ 41.05					03/04/2006 03/04/2015	SAR 6,000	
<u>SAR 1</u> (6)	\$ 17.4375					08/15/2001 08/15/2006	SAR 40,000	
<u>SAR 4</u> (6)	\$ 32					03/04/2007 03/04/2012	SAR 30,000	
<u>SAR 5</u> (6)	\$ 26.49					03/03/2008 03/03/2013	SAR 15,000	
<u>SAR 6</u> (6)	\$ 22.31					07/21/2004 03/06/2010	SAR 29,721	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BRIGGS ROBERT S 2801 HIGHWAY 280 SOUTH BIRMINGHAM, AL 35223			Exec VP	

Signatures

By: by Harriette Hyche
Attorney-in-Fact for

07/08/2005

__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) Directly held shares which also includes shares acquired through PLC's Dividend Reinvestment Plan (exempt under Rule 16a-11).
- (2) Shares acquired through PLC Def. Comp. Plan for Officers of the Corporation (exempt under Rule 16b-3). Total amount in Col. 5 includes dividend shares acquired under the PLC Def. Comp. Plan for Officers exempt under Rule 16-a 11.
- (3) Total shares held by reporting person in PLC's 401(k) & Stock Ownership Plan as of 6/30/05.
- (4) I disclaim beneficial ownership of such shares.
- (5) I disclaim beneficial ownership of such shares.
- (6) Previously reported Stock Appreciation Right (SAR).

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.