Edgar Filing: Discover Financial Services - Form 4

| Discover Financial Services Form 4 May 08, 2014 | | | | | | | | |
|--|--|--|---------------------------------|------------------------|---|--|--|--|
| | | | | - | PPROVAL | | | |
| UNITED STATES | S SECURITIES AND EXC Washington, D.C. 20 | | COMMISSION | OMB Number: | 3235-0287 | | | |
| Check this box if no longer | | | | Expires: | January 31, 2005 | | | |
| subject to STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF | | | | | average | | | |
| Section 16. Form 4 or | SECURITIES | burden hou | | | | | | |
| | Section 16(a) of the Securit | ies Exchan | ge Act of 1934. | response | 0.5 | | | |
| $\frac{\text{obligations}}{\text{Section 17(a) of the}}$ | Public Utility Holding Com | | - | n | | | | |
| may continue. See Instruction 30(h) |) of the Investment Company | y Act of 19 | 040 | | | | | |
| 1(b). | | | | | | | | |
| (Print or Type Responses) | | | | | | | | |
| 1 Name and Address of Departing Departs | | | 5 Deletionship of | D | (-) +- | | | |
| 1. Name and Address of Reporting Person <u>*</u> LENNY RICHARD H | 2. Issuer Name and Ticker or ' Symbol | ne and Ticker or Trading J. Kelationship Issuer | | | of Reporting Person(s) to | | | |
| | Discover Financial Service | | | | | | | |
| (Last) (First) (Middle) 3. Date of Earliest Transaction (Cl | | | | ek all applicable) | | | | |
| | (Month/Day/Year) | | | | _X_ Director 10% Owner | | | |
| 2500 LAKE COOK ROAD | 05/07/2014 | Officer (give title Other (specify below) | | | | | | |
| (Street) | 4. If Amendment, Date Original | Amandmant, Data Original | | | 6. Individual or Joint/Group Filing(Check | | | |
| (Succe) | Introloup Filling(Check | | | | | | | |
| Filed(Month/Day/Year) Applicable Line) _X_Form filed by One Reporting Person | | | | | | | | |
| RIVERWOODS, IL 60015 — Form filed by More than One Reporting Person | | | | | | | | |
| (City) (State) (Zip) | Table I - Non-Derivative S | Securities Ac | equired, Disposed of | f, or Beneficial | lly Owned | | | |
| 1.Title of 2. Transaction Date 2A. Dee | | | | 6. Ownership | | | | |
| | on Date, if TransactionAcquired Code Disposed | | Form: Direct (D) or | Indirect Beneficial | | | | |
| (Instr. 3)anyCodeDisposed of (D)(Month/Day/Year)(Instr. 8)(Instr. 3, 4 and 5) | | | • | Indirect (I) | Ownership | | | |
| | • • • • • | | Following (Instr. 4) (Instr. 4) | | | | | |
| | | (A) | Reported Transaction(s) | | | | | |
| | Code V Amount | or (D) Price | (Instr. 3 and 4) | | | | | |
| Common of 107/2014 | 2 291 | | | - | | | | |
| Stock 05/07/2014 | A (1) | A \$0 | 42,688 | D | | | | |
| | | | | | | | | |

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.

 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. Transacti Code (Instr. 8) | 6. Date Exercisable : tionNumber Expiration Date of (Month/Day/Year) Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | | Date | 7. Titl Amou Under Secur (Instr. | int of rlying | 8. Price of Derivative Security (Instr. 5) | 9. Nu Deriv Secu Bene Owno Follo Repo Trans (Instr |
|---|---|---|---|---------------------------------------|---|-----------------------|--------------------|--|--|---|--|
| | | | | Code V | (A) (D |) Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | |

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Reporting Owners

| Reporting Owner Name / Address | Relationships | | | | | | |
|--|---------------|-----------|---------|-------|--|--|--|
| | Director | 10% Owner | Officer | Other | | | |
| LENNY RICHARD H 2500 LAKE COOK ROAD RIVERWOODS, IL 60015 | Х | | | | | | |
| Signatures | | | | | | | |
| Christopher Greene as Atterney in Feet for Dishard H | | | | | | | |

Christopher Greene as Attorney-in Fact for Richard H. Lenny

**Signature of Reporting Person

05/08/2014 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) Restricted Stock Units that are convertible into shares of common stock at a ratio of 1 to 1.

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.