

Berson Jory A
 Form 4
 February 20, 2018

FORM 4

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

OMB APPROVAL

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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 *
 Berson Jory A

2. Issuer Name and Ticker or Trading Symbol
 CAPITAL ONE FINANCIAL CORP [COF]

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)

(Last) (First) (Middle)
 1680 CAPITAL ONE DRIVE
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 02/15/2018

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 Chief Human Resources Officer

MCLEAN, VA 22102
 (City) (State) (Zip)

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

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 Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	02/15/2018		M	3,703	A \$ 0 ⁽¹⁾	85,906	D
Common Stock	02/15/2018		M	3,120	A \$ 0 ⁽¹⁾	89,026	D
Common Stock	02/15/2018		M	2,300	A \$ 0 ⁽¹⁾	91,326	D
Common Stock	02/15/2018		M	7,378	A \$ 0 ⁽²⁾	98,704	D
Common Stock	02/15/2018		D	3,703	D \$ 99.52 ⁽¹⁾	95,001	D

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Common Stock	02/15/2018	D	3,120	D	\$ <u>(1)</u>	91,881	D	
Common Stock	02/15/2018	D	2,300	D	\$ <u>(1)</u>	89,581	D	
Common Stock	02/15/2018	D	7,378	D	\$ <u>(2)</u>	82,203	D	
Common Stock	02/15/2018	F ⁽³⁾	1,379	D	\$ 98.67	80,824	D	
Common Stock	02/15/2018	F ⁽⁴⁾	1,872	D	\$ 98.67	78,952	D	
Common Stock	02/15/2018	F ⁽⁵⁾	1,794	D	\$ 98.67	77,158	D	
Common Stock						6,712 <u>(6)</u>	I	By 401(k)

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 Security (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
2015 Restricted Stock Units	\$ 0 <u>(1)</u>	02/15/2018		M	3,703	<u>(7)</u>	<u>(7)</u>	Common Stock	3,703
2016 Restricted Stock	\$ 0 <u>(1)</u>	02/15/2018		M	3,120	<u>(8)</u>	<u>(8)</u>	Common Stock	3,120

