

E TRADE FINANCIAL CORP  
 Form 4  
 March 29, 2017

**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 \*  
**LAWSON RODGER A**

2. Issuer Name and Ticker or Trading Symbol  
**E TRADE FINANCIAL CORP  
 [ETFC]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
**1271 AVENUE OF THE AMERICAS, 14TH FLOOR**

3. Date of Earliest Transaction (Month/Day/Year)  
**03/27/2017**

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

(Street)  
**NEW YORK, NY 10020-1302**

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)
				(A) or (D)	Price		
Common Stock	03/27/2017		S	(1)	\$ 33.0197	D	
Common Stock	03/27/2017		S	(1)	\$ 33.043	D	

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

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