

SCHERER J F  
Form 4  
March 05, 2018

**FORM 4**

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
SCHERER J F

2. Issuer Name and Ticker or Trading Symbol  
CINCINNATI FINANCIAL CORP  
[CINF]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
6200 SOUTH GILMORE RD  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
03/01/2018

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
EVP & Chief Ins. Off. - Sub

FAIRFIELD, OH 45014-5141

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 Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Common Stock	03/01/2018		M		8,087 A \$ 0	94,376	I By Trust
Common Stock	03/01/2018		M		277 A \$ 0	94,653	I By Trust
Common Stock	03/01/2018		M		484 A \$ 0	95,137	I By Trust
Common Stock	03/01/2018		M		1,092 A \$ 0	96,229	I By Trust
Common Stock	03/01/2018		F		2,911 D \$ 74.18	93,318	I By Trust

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Common Stock	3,078 <sup>(1)</sup>	I	By 401(k) Plan
Common Stock	50,413	I	By Spouse's Trust

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

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SEC 1474  
(9-02)

**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 (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. Pr Deriv Secur (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Restricted Stock Units	\$ 0	03/01/2018		M	8,087	<u>(2)</u>	<u>(2)</u>	Common Stock	8,087
Restricted Stock Units	\$ 0	03/01/2018		M	277	<u>(3)</u>	<u>(3)</u>	Common Stock	277
Restricted Stock Units	\$ 0	03/01/2018		M	484	<u>(4)</u>	<u>(4)</u>	Common Stock	484
Restricted Stock Units	\$ 0	03/01/2018		M	1,092	<u>(5)</u>	<u>(5)</u>	Common Stock	1,092

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SCHERER J F 6200 SOUTH GILMORE RD			EVP & Chief Ins.	

FAIRFIELD, OH 45014-5141

Off. - Sub

## Signatures

/s/ Jacob F

Scherer, Jr.

03/05/2018

\_\_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) The reported stock was acquired under the company's 401(k) plan. The reporting person may transfer the value of his shares into an alternative investment selection within the plan.
- (2) The restricted stock units became payable March 1, 2018. The performance goals were met at the target level.
- (3) The restricted stock units vested March 1, 2018, as set forth in the grant agreement providing for ratable vesting over a three year service period ending March 1, 2018.
- (4) The restricted stock units vested March 1, 2018, as set forth in the grant agreement providing for ratable vesting over a three year service period ending March 1, 2019.
- (5) The restricted stock units vested March 1, 2018, as set forth in the grant agreement providing for ratable vesting over a three year service period ending March 1, 2020.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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