#### GRIFFIN KENNETH C

Form 4

November 02, 2011

## FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

OMB Number:

**OMB APPROVAL** 

3235-0287

Expires:

January 31, 2005

0.5

Estimated average burden hours per

response...

if no longer subject to Section 16. Form 4 or Form 5

obligations

may continue.

See Instruction

Check this box

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

1(b).

(Print or Type Responses)

10/28/2011

			2. Issuer Name <b>and</b> Ticker or Trading Symbol E TRADE FINANCIAL Corp [ETFC]				ng	5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)			
	(First) PEL LLC, 131 S N STREET, 321		3. Date of Earliest Transaction (Month/Day/Year) 10/27/2011		X Director Officer (give below)	Officer (give title Other (specify					
(Street) CHICAGO, IL 60603		4. If Amendment, Date Original Filed(Month/Day/Year)					6. Individual or Joint/Group Filing(Check Applicable Line) Form filed by One Reporting Person _X_ Form filed by More than One Reporting				
(City)	(State)	(Zip)					Person				
(City)	(State)	(Zip)	Tabl	e I - Non-D	erivative	Secur	ities Acq	uired, Disposed of	f, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Da (Month/Day/Year	) Execution any	med on Date, if Day/Year)	Code (Instr. 3, 4 and 5) (Instr. 8) (A) or		d of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)			
Common Stock								4,784	D (1)		
Common Stock								27,394,448	D (2)		
Common Stock	10/27/2011			P	1,200	A	\$ 11.32	25,954	D (3)		
Common Stock	10/27/2011			S	1,200	D	\$ 11.41	24,754	D (3)		

P

2,500 A

\$ 11.6 27,254

 $D^{(3)}$ 

Common Stock							
Common Stock	10/28/2011	S	2,500	D	\$ 11.63	24,754	D (3)
Common Stock	10/31/2011	P	4,500	A	\$ 10.85	29,254	D (3)
Common Stock	10/31/2011	S	4,500	D	\$ 10.88	24,754	D (3)
Common Stock	11/02/2011	P	5,200	A	\$ 10.22	29,954	D (3)
Common Stock	11/02/2011	S	5,200	D	\$ 10.33	24,754	D (3)

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

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SEC 1474 (9-02)

> 9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	isable and	7. Tit	le and	8. Price of	Ç
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orNumber	Expiration Da	ate	Amou	ınt of	Derivative	1
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Unde	rlying	Security	5
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Secur	ities	(Instr. 5)	]
	Derivative				Securities			(Instr	3 and 4)		(
	Security				Acquired						J
					(A) or						J
					Disposed						-
					of (D)						(
					(Instr. 3,						
					4, and 5)						
									Amount		
									or		
						Date	Expiration	Title	Number		
						Exercisable	ole Date	Title	of		
				Code V	(A) (D)				Shares		
				Code V	(A) (D)				Shares		

# **Reporting Owners**

Reporting Owner Name / Address	Relationships					
1	Director	10% Owner	Officer	Other		
CITADEL ADVISORS LLC C/O CITADEL LLC 131 S. DEARBORN STREET, 32ND FLOOR CHICAGO, IL 60603	X					
	X					

Reporting Owners 2

CITADEL HOLDINGS I LP C/O CITADEL INVESTMENT GROUP II, L.L.C. 131 DEARBORN ST., 32ND FLOOR CHICAGO, IL 60603 CITADEL HOLDINGS II LP C/O CITADEL INVESTMENT GROUP II, L.L.C. X 131 DEARBORN ST., 32ND FLOOR CHICAGO, IL 60603 CITADEL SECURITIES LLC C/O CITADEL INVESTMENT GROUP II, L.L.C. X 131 SOUTH DEARBORN STREET CHICAGO, IL 60603 CITADEL DERIVATIVES TRADING LTD C/O CITADEL INVESTMENT GROUP II, L.L.C. X 131 S DEARBORN STREET 32ND FLOOR CHICAGO, IL 60603 CITADEL INVESTMENT GROUP II, L.L.C. C/O CITADEL INVESTMENT GROUP II, L.L.C. X 131 S DEARBORN STREET 32ND FLOOR CHICAGO, IL 60603 CITADEL EQUITY FUND LTD C/O CITADEL INVESTMENT GROUP II, L.L.C. X 131 S DEARBORN STREET 32ND FLOOR CHICAGO, IL 60603 **GRIFFIN KENNETH C** C/O CITADEL INVESTMENT GROUP II, L.L.C. X 131 S DEARBORN STREET 32ND FLOOR CHICAGO, IL 60603

#### **Signatures**

/s/ John C. Nagel, Authorized Signatory

11/02/2011

\*\*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) This security is owned by Citadel Derivatives Trading Ltd.
- (2) This security is owned by Citadel Equity Fund Ltd.
- (3) This security is owned by Citadel Securities LLC. The trades reported in this Form 4 were executed inadvertently. The Reporting Persons notified the issuer that they intend to reimburse the issuer for any short swing profits with respect to the trades reported herein.

#### Remarks:

Each of the Reporting Persons expressly disclaims beneficial ownership of the securities described herein except to the extent Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Signatures 3

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