Edgar Filing: NELMS DAVID W - Form 4

| NELMS DA | VID W | | | | | | | | | | |
|---|------------------------------------|---------------------|---|---|---------------------|--------|--|--|--|----------|--|
| Form 4 | 2010 | | | | | | | | | | |
| February 26, | | | | | | | | | | PROVAL | |
| FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 | | | | | | | OMB OMB Number: | 3235-0287 | | | |
| Check this box if no longer subject to Section 16. Form 4 or | | | | GES IN BENEFICIAL OWNERSHIP OF SECURITIES | | | | | Lanuary 31Expires:2005Estimated averageburden hours perresponse0.5 | | |
| Form 5 obligatio may cont See Instr 1(b). (Print or Type I | ns Section 1 tinue. uction | 7(a) of the | Public U | | ling Com | ipany | Act o | ge Act of 1934, f 1935 or Section 40 | n | | |
| 1. Name and Address of Reporting Person * 2. Issue: NELMS DAVID W Symbol (Last) (First) (Middle) 2500 LAKE COOK ROAD 02/22/2 (Street) 4. If Ame | | | Symbol | 2. Issuer Name and Ticker or Trading Symbol Discover Financial Services [DFS] B. Date of Earliest Transaction Month/Day/Year) D2/22/2018 | | | | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <u>X</u> _ Director X_ Officer (give title 10% Owner (give title 0ther (specify below) Chairman & CEO | | | |
| | | | | | | | | | | | |
| | | | (Month/D | | | | | | | | |
| | | | Amendment, Date Original l(Month/Day/Year) | | | | 6. Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting Person | | | | |
| RIVERWO | ODS, IL 60015 | 5 | | | | | | Form filed by M Person | Iore than One Re | porting | |
| (City) | (State) | (Zip) | Tabl | e I - Non-D | Derivative S | Securi | ties Ac | quired, Disposed of | , or Beneficial | ly Owned | |
| 1.Title of Security (Instr. 3) | 2. Transaction D (Month/Day/Yea | ar) Executio any | ned n Date, if Day/Year) | Code (Instr. 8) | on(A) or Dis (D) | sposed | l of | 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 | 02/22/2018 | | | А | 22,283 | А | \$0 | 1,420,448.52 | 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)

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| 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. Transactic Code (Instr. 8) | 5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | ; | ate | Secur | unt of rlying | 8. Price of Derivative Security (Instr. 5) | 9. Nu Deriv Secu Bene Own Follo Repo Trans (Instr |
|---|---|---|---|--|---|---------------------|--------------------|-------|--|---|---|
| | | | | Code V | (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | | | | | |
|--|---------------|------------------|---------|-------|--|--|--|--|
| | Director | 10% Owner | Officer | Other | | | | |
| NELMS DAVID W 2500 LAKE COOK ROAD RIVERWOODS, IL 60015 | Х | K Chairman & CEO | | | | | | |
| Signatures | | | | | | | | |
| /s/ Jennifer K. Schott as Attorn Nelms | 02/26/2018 | | | | | | | |
| <u>**</u> Signature of Repo | | 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).

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.