

FARNSWORTH RON L
 Form 4
 February 17, 2010

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
 Expires: January 31, 2005
 Estimated average burden hours per response... 0.5

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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 *
 FARNSWORTH RON L

2. Issuer Name and Ticker or Trading Symbol
 UMPQUA HOLDINGS CORP
 [UMPQ]

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

(Last) (First) (Middle)
 ONE SW COLUMBIA STREET,
 SUITE 1200
 (Street)

3. Date of Earliest Transaction
 (Month/Day/Year)
 02/16/2010

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 EVP/CFO

PORTLAND, OR 97258

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)
				(A) or (D)	Price		
				Code V	Amount		
Common Stock	02/16/2010		M	A	\$ 5.7	28,886	D
Common Stock					1,027	I	by 401(k)
Common Stock					4,179	I	by IRA
Common Stock					2,274	I	by Spouse IRA

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 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)	8. Amount or Number of Shares
Incentive Stock Option (right to buy)	\$ 5.7	02/16/2010		M	882	03/21/2001 ⁽¹⁾ 03/21/2010	Common Stock	882
Non-Qualified Stock Option (right to buy)	\$ 9.23					02/02/2010 ⁽³⁾ 02/01/2019	Common Stock	15,000
Non-Qualified Stock Option (right to buy)	\$ 11.59					07/21/2009 ⁽⁴⁾ 07/20/2018	Common Stock	10,000
Non-Qualified Stock Option (right to buy)	\$ 11.89					02/05/2011 ⁽⁵⁾ 02/05/2020	Common Stock	40,000
Non-Qualified Stock Option (right to buy)	\$ 13.34					01/02/2003 ⁽¹⁾ 01/02/2012	Common Stock	1,500
Non-Qualified Stock Option (right to buy)	\$ 15.5					01/28/2009 ⁽⁶⁾ 01/27/2018	Common Stock	20,000
Non-Qualified Stock Option (right to buy)	\$ 22.94					04/19/2006 ⁽⁷⁾ 04/19/2015	Common Stock	10,000
Non-Qualified Stock Option (right to buy)	\$ 23.49					01/20/2006 ⁽¹⁾ 01/20/2015	Common Stock	2,500

