

ASSURANT INC  
Form 4  
August 01, 2013

**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 \*  
**POLLOCK ROBERT B**

(Last) (First) (Middle)

**ASSURANT, INC., ONE CHASE  
MANHATTAN PLAZA, 41ST  
FLOOR**

(Street)

**NEW YORK, NY 10005**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**ASSURANT INC [AIZ]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**07/30/2013**

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
President, CEO, Director

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**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 or Price		
Common Stock	07/30/2013		M		4,563.95 A \$ 33.13		D
Common Stock	07/30/2013		D		2,842.95 D \$ 53.19		D
Common Stock	07/30/2013		F		961 D \$ 53.19		D
Common Stock	07/30/2013		M		4,831.11 A \$ 31.3		D
Common Stock	07/30/2013		D		2,842.11 D \$ 53.19		D

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Common Stock	07/30/2013	F	1,111	D	\$ 53.19	364,860.179	D	
Common Stock	07/30/2013	M	5,690.81	A	\$ 26.56	370,550.989	D	
Common Stock	07/30/2013	D	2,841.81	D	\$ 53.19	367,709.179	D	
Common Stock	07/30/2013	F	1,591	D	\$ 53.19	366,118.179	D	
Common Stock	07/30/2013	M	82,473	A	\$ 22	448,591.179	D	
Common Stock	07/30/2013	D	34,111	D	\$ 53.19	414,480.179	D	
Common Stock	07/30/2013	F	26,996	D	\$ 53.19	387,484.179	D	
Common Stock	07/30/2013	M	5,347.72	A	\$ 28.26	392,831.899	D	
Common Stock	07/30/2013	D	2,840.72	D	\$ 53.19	389,991.179	D	
Common Stock	07/30/2013	F	1,400	D	\$ 53.19	388,591.179	D	
Common Stock						13,788.765	I	By 401 (k) Plan
						(3)		

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

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(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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount
Stock Appreciation Right	\$ 26.56	07/30/2013		M	5,690.81	12/31/2006	01/01/2014	Common Stock	5,690.81
	\$ 31.3	07/30/2013		M	4,831.11	12/31/2006	01/01/2014		4,831.11

Stock Appreciation Right								Common Stock	
Stock Appreciation Right	\$ 33.13	07/30/2013	M	4,563.95	12/31/2006	01/01/2014	Common Stock	4,	
Stock Appreciation Right	\$ 28.26	07/30/2013	M	5,347.72	12/31/2006	01/01/2014	Common Stock	5,	
Stock Appreciation Right	\$ 22	07/30/2013	M	82,473	12/31/2006	01/01/2014	Common Stock	8	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
POLLOCK ROBERT B ASSURANT, INC. ONE CHASE MANHATTAN PLAZA, 41ST FLOOR NEW YORK, NY 10005	X		President, CEO, Director	

## Signatures

Lisa Richter  
Attorney-in-Fact

08/01/2013

    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) Includes 25,369 shares, net of tax withholding (rounded to the nearest whole share) granted to Reporting Person pursuant to exercise of these SARs.
- (2) Includes restricted stock units.
- (3) Between May 26, 2004 and June 30, 2013, Mr. Pollock acquired 13,788.765 shares of Assurant, Inc. common stock under the Assurant, Inc. 401 (k) Plan. The information in this report is based on plan information dated as of June 30, 2013.

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.