

George Arthur L Jr
 Form 4
 May 04, 2010

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 *
 George Arthur L Jr

2. Issuer Name and Ticker or Trading Symbol
 TEXAS INSTRUMENTS INC
 [TXN]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
 12500 TI BOULEVARD
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 04/30/2010

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 Sr. Vice President

DALLAS, TX 75243

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | Code | V Amount (A) or (D) Price | | | |
| Common Stock | 04/30/2010 | | S ⁽¹⁾ | 20,000 D \$ 26.2996 | 147,545 | D | |
| Common Stock | 05/03/2010 | | M | 12,326 A \$ 21.55 | 159,871 | D | |
| Common Stock | 05/03/2010 | | M | 17,500 A \$ 14.95 | 177,371 | D | |
| Common Stock | 05/03/2010 | | S ⁽²⁾ | 47,326 D \$ 26.4902 | 130,045 | D | |
| Common Stock | 05/03/2010 | | M | 17,500 A \$ 14.95 | 147,545 | D | |

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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 Securities (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| NQ Stock Option (Right to Buy) | \$ 21.55 | 05/03/2010 | | M | 12,326 | <u>(3)</u> 01/20/2015 | Common Stock | 12,326 |
| NQ Stock Option (Right to Buy) | \$ 14.95 | 05/03/2010 | | M | 17,500 | <u>(4)</u> 01/29/2019 | Common Stock | 17,500 |
| NQ Stock Option (Right to Buy) | \$ 14.95 | 05/03/2010 | | M | 17,500 | <u>(4)</u> 01/29/2019 | Common Stock | 17,500 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|--------------------|-------|
| | Director | 10% Owner | Officer | Other |
| George Arthur L Jr 12500 TI BOULEVARD DALLAS, TX 75243 | | | Sr. Vice President | |

Signatures

/s/ Daniel M. Drory, Attorney
In Fact 05/04/2010

__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).
Sales effected pursuant to a Rule 10b5-1 trading plan entered into by the reporting person on 8-4-2008. The price in Table 1 is a weighted
(1) average sale price. The sales were at prices ranging from \$26.0350 to \$26.9500. The Issuer undertakes to provide upon request a detailed breakout of the sale prices and the number of shares sold at each price.
(2) The price in Table 1 is a weighted average sale price. The sales were at prices ranging from \$26.4900 to \$26.4910. The Issuer undertakes to provide upon request a detailed breakout of the sale prices and the number of shares sold at each price.
(3) The option becomes exercisable in four equal annual installments beginning on January 20, 2006.
(4) The option becomes exercisable in four equal annual installments beginning on January 29, 2010.

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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