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MANULIFE FINANCIAL CORP  
Form 13F-NT  
November 12, 2010

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

Form 13F

Form 13F COVER PAGE

Report for the Calendar Year or Quarter Ended: September 30, 2010

Check here if Amendment [ ]; Amendment Number: \_\_\_\_\_

This Amendment (Check only one.): [ ] is a restatement  
[ ] adds new holdings entries

Institutional Investment Manager Filing This Report:

Name: Manulife Financial Corporation  
Address: 200 Bloor Street East - NT Main  
Toronto, Ontario, Canada M4W 1E5

Form 13F File Number: 028-11519

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists and tables, are considered integral parts of this form.

Person Signing this Report on Behalf of Reporting Manager:

Name: Kenneth Pogrin  
Title: Attorney in Fact  
Phone: (416) 852-3758

|                 |                          |                   |
|-----------------|--------------------------|-------------------|
| Kenneth Pogrin* | Toronto, Ontario, Canada | November 12, 2010 |
| -----           | -----                    | -----             |
| [Signature]     | [City, State]            | [Date]            |

\* Signed pursuant to a Power of Attorney dated January 17, 2008 included as an Exhibit to Schedule 13G filed with the Securities and Exchange Commission by Manulife Financial Corporation on January 24, 2008.

Report Type (check only one.):

- [ ] 13F HOLDINGS REPORT. (Check here if all holdings of this reporting manager are reported in this report.
- [X] 13F NOTICE. (Check here if no holdings reported are in this report, and all holdings are reported by other reporting manager(s).
- [ ] 13F COMBINATION REPORT. (Check here if a portion of the holdings for this report manager are reported in this report and a portion are reported by other reporting manager(s).

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List of Other Managers Reporting for this Manager:

| Form 13F File Number | Name   |
|----------------------|--|
| -----                | ----   |
| 028-04428            | The Manufacturers Life Insurance Company       |
| 028-10490            | MFC Global Investment Management (USA) Limited |
| 028-03983            | John Hancock Life Insurance Company (U.S.A.)   |
| 028-03673            | MFC Global Investment Management (U.S.), LLC   |