

Branch Gregory C  
Form 4  
May 10, 2018

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
Branch Gregory C

2. Issuer Name and Ticker or Trading Symbol  
UNITED INSURANCE HOLDINGS CORP. [UIHC]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
05/08/2018

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

C/O UNITED INSURANCE HOLDINGS CORP., 800 2ND AVENUE S

(Street)

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

ST. PETERSBURG, FL 33701

(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 Ownership (Instr. 4)
Common Stock	05/08/2018		A	V Amount 40,000 A Price \$ 19.72	1,689,197	D	
Common Stock					118,588	I	Held by Branch Journey, LLC. Reporting person is sole manager of Branch

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Common Stock		101,848	I	Journey, LLC. <sup>(1)</sup> Trustee for OC Branch Revocable Trust f/b/o Christina M. Branch <sup>(2)</sup>
Common Stock		101,848	I	Trustee for OC Branch Revocable Trust f/b/o Overby C. Branch III <sup>(3)</sup>
Common Stock		101,848	I	Trustee for OC Branch Revocable Trust f/b/o Jennifer L. Branch <sup>(4)</sup>
Common Stock		101,848	I	Trustee for OC Branch Revocable Trust f/b/o Tracy L. Drake <sup>(5)</sup>
Common Stock		40,000	I	Held by Branch Family Foundation, Inc. <sup>(6)</sup>

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.**

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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	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu
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of (D)  
(Instr. 3,  
4, and 5)

(Instr

Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Branch Gregory C C/O UNITED INSURANCE HOLDINGS CORP. 800 2ND AVENUE S ST. PETERSBURG, FL 33701	X			

## Signatures

/s/ Jessica Strathman, Attorney-in-Fact for Gregory C. Branch	05/10/2018
**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) The amount of securities beneficially owned as reported in column 5 include 118,588 shares that were previously held by the Greg Branch Family LP and transferred to Branch Journey, LLC in December 2012. Reporting Person is the sole manager of Branch Journey, LLC.
- (2) Held by the Reporting Person as Trustee of the O C Branch Jr. Revocable Trust f/b/o Christina M. Branch
- (3) Held by the Reporting Person as Trustee of the O C Branch Jr. Revocable Trust f/b/o Overby C. Branch III
- (4) Held by the Reporting Person as Trustee of the O C Branch Jr. Revocable Trust f/b/o Jennifer L. Branch
- (5) Held by the Reporting Person as Trustee of the O C Branch Jr. Revocable Trust f/b/o Tracy L. Drake
- (6) The amount of securities beneficially owned as reported in column 5 include 40,000 shares that were previously held by the Reporting Person and transferred to Branch Family Foundation, Inc. in 2018. Reporting Person is president and director of Branch Family Foundation Inc.

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.