

PROTECTIVE LIFE CORP
Form 4
June 11, 2007

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

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 *
BRIGGS ROBERT S

(Last) (First) (Middle)

2801 HIGHWAY 280 SOUTH

(Street)

BIRMINGHAM, AL 35223

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
PROTECTIVE LIFE CORP [PL]

3. Date of Earliest Transaction
(Month/Day/Year)
06/07/2007

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)
Exec VP

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 Indirect Beneficial Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			
Common Stock	06/07/2007		S	200 D \$ 49.29	22,370.693	D	
Common Stock	06/07/2007		S	637 D \$ 49.28	21,733.693	D	
Common Stock	06/07/2007		S	800 D \$ 49.27	20,933.693	D	
Common Stock	06/07/2007		S	2,484 D \$ 49.26	18,449.693	D	
Common Stock					37,891.9373	I	By 401(k) ⁽¹⁾

Edgar Filing: PROTECTIVE LIFE CORP - Form 4

Common Stock	1,586.251	I	By daughter ⁽²⁾
Common Stock	1,564.29	I	By son ⁽²⁾
Common Stock	84,108.76	I	Deferred Compensation ⁽³⁾

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.

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 Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
						Code	V	(A)	(D)
SAR 06 ⁽⁴⁾	\$ 41.05					03/04/2006	03/04/2015	SAR	1,500
SAR 06 a ⁽⁴⁾	\$ 41.05					03/04/2007	03/04/2015	SAR	1,500
SAR 06 b ⁽⁴⁾	\$ 41.05					03/04/2008	03/04/2015	SAR	1,500
SAR 06 c ⁽⁴⁾	\$ 41.05					03/04/2009	03/04/2015	SAR	1,500
SAR 3 3 06 ⁽⁴⁾	\$ 48.6					03/03/2007	03/03/2016	SAR	1,125
SAR 3 3 06 a ⁽⁴⁾	\$ 48.6					03/03/2008	03/03/2016	SAR	1,125
SAR 3 3 06 b ⁽⁴⁾	\$ 48.6					03/03/2009	03/03/2016	SAR	1,125
SAR 3 3	\$ 48.6					03/03/2010	03/03/2016	SAR	1,125

06 c ⁽⁴⁾

SAR 4 <u>(4)</u>	\$ 32	03/04/2007	03/04/2012	SAR	30,000
SAR 5 <u>(4)</u>	\$ 26.49	03/03/2008	03/03/2013	SAR	15,000
SAR 6 <u>(4)</u>	\$ 22.31	07/21/2004	03/06/2010	SAR	29,721

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BRIGGS ROBERT S 2801 HIGHWAY 280 SOUTH BIRMINGHAM, AL 35223			Exec VP	

Signatures

By: by Harriette Hyché
Attorney-in-Fact for

06/11/2007

__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) Total Shares Held by reporting person in PLC's 401(k) & Stock Ownership Plan as of 05/31/07
- (2) I disclaim beneficial ownership of such shares.
- (3) Shares acquired through PLC Deferred Compensation Plan for Officers of the Corporation (exempt under Rule 16b-3).
- (4) Previously reported Stock Appreciation Right (SAR).

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.