

UMPQUA HOLDINGS CORP  
Form 4  
October 02, 2006

**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 \*  
MASON THEODORE S

(Last) (First) (Middle)

ONE SW COLUMBIA STREET,  
SUITE 1200

(Street)

PORTLAND, OR 97258

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
UMPQUA HOLDINGS CORP  
[UMPQ]

3. Date of Earliest Transaction  
(Month/Day/Year)  
09/29/2006

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)

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  | Code                           | V   | Amount  | (D)  | Price                                      |
| Class A Common Stock            | 09/29/2006                           |  | S <sup>(1)</sup>               |   | 5,000   | D  | \$ 29.0087                                 |
| Class A Common Stock            |                                      |  |                                |   | 2,675 <sup>(2)</sup>  | I  |  |

By  
Deferred  
Comp  
Plan

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**

SEC 1474  
(9-02)

displays a currently valid OMB control number.

**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. 3) |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares |
| Stock Option (Right to Buy)                | \$ 4.96  |                                      |  |                                |   | (3) 02/18/2007   |   | Class A Common Stock                       | 8,785                      |
| Stock Option (Right to Buy)                | \$ 7.38  |                                      |  |                                |   | (3) 05/09/2008   |   | Class A Common Stock                       | 7,986                      |
| Stock Option (Right to Buy)                | \$ 7.03  |                                      |  |                                |   | (3) 01/21/2009   |   | Class A Common Stock                       | 7,260                      |
| Stock Option (Right to Buy)                | \$ 10.85   |                                      |  |                                |   | (3) 09/23/2009   |   | Class A Common Stock                       | 8,704                      |
| Stock Option (Right to Buy)                | \$ 9.47  |                                      |  |                                |   | (3) 03/19/2010   |   | Class A Common Stock                       | 1,760                      |
| Stock Option (Right to Buy)                | \$ 9.47  |                                      |  |                                |   | (3) 03/29/2010   |   | Class A Common Stock                       | 26,736                     |
| Stock Option (Right to Buy)                | \$ 7.2   |                                      |  |                                |   | (3) 03/23/2011   |   | Class A Common Stock                       | 1,100                      |

|           |          |     |            |         |       |
|-----------|----------|-----|------------|---------|-------|
| Stock     |          |     |            |         |       |
| Option    | \$ 14.65 | (3) | 06/26/2013 | Class A |       |
| (Right to |          |     |            | Common  | 2,000 |
| Buy)      |          |     |            | Stock   |       |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| MASON THEODORE S<br>ONE SW COLUMBIA STREET, SUITE 1200<br>PORTLAND, OR 97258 | X             |           |         |       |

## Signatures

|   |            |
|---|------------|
| By: by Steven L. Philpott - Attorney in<br>Fact for | 10/02/2006 |
| <u>        </u> 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) Disposition pursuant to 10b5-1 Trading Plan adopted June 1, 2006.
- (2) Holdings reported include shares acquired pursuant to the Issuer's Director Compensation Plan.
- (3) All options are fully vested.

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.