

RICKETTS J JOE  
Form 4  
April 22, 2011

# 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 \*  
RICKETTS J JOE

2. Issuer Name and Ticker or Trading Symbol  
TD AMERITRADE HOLDING CORP [AMTD]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

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

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

C/O HUGO LLC, 1395 S. PLATTE RIVER DRIVE

04/20/2011

(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

DENVER, CO 80223

(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)			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	04/20/2011		J <sup>(1)</sup>			4,550	D	\$ 0	50,264,240	D	
Common Stock	04/21/2011		J <sup>(1)</sup>			4,550	A	\$ 0	14,562,385	I	By Spouse
Common Stock	04/21/2011		G <sup>(2)</sup>			4,550	D	\$ 0	14,557,835	I	By Spouse
Common Stock	03/01/2011		G <sup>(3)</sup>	V	180,000		D	\$ 0	14,377,835	I	By Spouse
Common Stock	02/14/2011		G <sup>(2)</sup>	V	48,275		D	\$ 0	14,329,560	I	By Spouse

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Common Stock	12/30/2010	G <sup>(4)</sup>	V	6,650	D	\$ 0	14,322,910	I	By Spouse
Common Stock	12/30/2010	G <sup>(4)</sup>	V	6,650	D	\$ 0	14,316,260	I	By Spouse
Common Stock	12/30/2010	G <sup>(4)</sup>	V	6,650	D	\$ 0	14,309,610	I	By Spouse
Common Stock	12/30/2010	G <sup>(4)</sup>	V	6,650	D	\$ 0	14,302,960	I	By Spouse
Common Stock	12/30/2010	G <sup>(4)</sup>	V	6,650	D	\$ 0	14,296,310	I	By Spouse

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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Beneficially (Instr. 5)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
RICKETTS J JOE C/O HUGO LLC, 1395 S. PLATTE RIVER DRIVE DENVER, CO 80223	X	X		

## Signatures

/s/ J. Joe  
Ricketts 04/22/2011

\_\_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) Transfer of shares, for no consideration, from Mr. Ricketts to Marlene M. Ricketts, his spouse.
- (2) Transfer of shares, for no consideration, by Mr. Ricketts' spouse as a charitable donation.
- (3) Transfer of shares, for no consideration, to the Marlene M. Ricketts Special Trust from Mr. Ricketts' spouse, the grantor of such trust.
- (4) Transfer of shares, for no consideration, from Mr. Ricketts' spouse to one of their grandchildren.

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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