

Menon Deepak
Form 4
April 05, 2019

FORM 4

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

OMB APPROVAL

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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 *
Menon Deepak

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

5. Relationship of Reporting Person(s) to Issuer
(Check all applicable)
 Director 10% Owner
 Officer (give title below) Other (specify below)
Chief Revenue Officer

(Last) (First) (Middle)

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

3. Date of Earliest Transaction (Month/Day/Year)
11/27/2018

(Street)
ST. PETERSBURG, FL 33701

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

(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 Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	04/03/2019		M	1,908	A \$ 0	101,469	D
Common Stock	04/03/2019		F	623	D \$ 16.25	100,846	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

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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		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Security (Instr. 3 and 4)	Amount or Number of
					Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		Date Exercisable	Expiration Date		
Performance Stock Units	(1)	04/03/2019		M		2,668	(2)	(3)	Common Stock	2
Performance Stock Units	(1)	04/03/2019		A	8,500		(2)	(3)	Common Stock	8
Restricted Stock Units	(1)	04/03/2019		A	4,250		(4)	(4)	Common Stock	4
Nonqualified Stock Options	\$ 16.25	04/03/2019		A	11,523		(5)	04/01/2029	Common Stock	1
Nonqualified Stock Options	\$ 21.13						(5)	10/05/2028	Common Stock	10
Nonqualified Stock Options	\$ 20.44						(5)	09/18/2028	Common Stock	3
Dividend Equivalent Units	(1)	11/27/2018		A	39		(6)	(6)	Common Stock	
Dividend Equivalent Units	(1)	03/13/2019		A	44		(6)	(6)	Common Stock	

Reporting Owners

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

Signatures

/s/ Jessica Strathman, Attorney-in-Fact for Deepak
Menon

04/05/2019

__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) Each stock unit represents a conditional right to receive one share of the company's common stock.
 - (2) The performance units are subject to vesting over three years with one third, rounded down to the nearest whole share of stock, vesting in each period.

The number of shares of common stock that will be delivered for each performance stock unit depends on the achievement of certain
 - (3) performance factors. Depending on actual performance, the number of shares of common stock delivered upon the vesting date (based on the terms outlined in the respective award agreement) can range from 0% to 150% of the number presented above.
 - (4) The restricted stock units are subject to vesting over three years with on third, rounded down to the nearest whole share of stock, vesting in each period.
 - (5) Exercise of the nonqualified award is subject to vesting over three years with one third, rounded down to the nearest whole share of stock, becoming exercisable in each period.

The dividend equivalent units will vest proportionately with the underlying restricted stock units or performance-based restricted stock
 - (6) units to which they relate. Dividend equivalent units credited in respect of performance-based restricted stock units that are not eligible for conversion at the end of the performance period will be cancelled.

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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