

LONG JOHN W
Form 4
March 06, 2007

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 *
LONG JOHN W

(Last) (First) (Middle)

ONE PROGRESS PLAZA, SUITE
2400

(Street)

ST. PETERSBURG, FL 33701

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

FIRST AMERICAN CORP [(FAF)]

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

03/02/2007

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)

CEO of First Advantage

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)
			Code	V	Amount or Price		
Common Stock	03/02/2007		M		4,000 A \$ 18.48	4,000	D
Common Stock	03/02/2007		M		2,000 A \$ 19.1	6,000	D
Common Stock	03/02/2007		S		200 D \$ 48.26	5,800	D
Common Stock	03/02/2007		S		1,200 D \$ 48.25	4,600	D
Common Stock	03/02/2007		S		300 D \$ 48.24	4,300	D

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Common Stock	03/02/2007		S	100	D	\$ 48.23	4,200	D	
Common Stock	03/02/2007		S	100	D	\$ 48.22	4,100	D	
Common Stock	03/02/2007		S	100	D	\$ 48.21	4,000	D	
Common Stock	03/02/2007		S	700	D	\$ 48.2	3,300	D	
Common Stock	03/02/2007		S	200	D	\$ 48.19	3,100	D	
Common Stock	03/02/2007		S	2,200	D	\$ 48.16	900	D	
Common Stock	03/02/2007		S	100	D	\$ 48.15	800	D	
Common Stock	03/02/2007		S	300	D	\$ 48.14	500	D	
Common Stock	03/02/2007		S	200	D	\$ 48.13	300	D	
Common Stock	03/02/2007		S	100	D	\$ 48.11	200	D	
Common Stock	03/02/2007		S	100	D	\$ 48.1	100	D	
Common Stock	03/02/2007		S	100	D	\$ 48.01	0	D	
Common Stock	03/02/2007		S	998,397	D	\$ 48.129	0	I	By ESOP Trust

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)
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				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 18.48	03/02/2007		M			4,000	02/22/2003 ⁽¹⁾	02/22/2012	Common Stock	4,000
Employee Stock Option (right to buy)	\$ 19.1	03/02/2007		M			2,000	07/23/2003 ⁽²⁾	07/23/2012	Common Stock	2,000
Employee Director Stock (right to buy)	\$ 46.48							01/13/2007 ⁽³⁾	01/13/2016	Common Stock	10,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LONG JOHN W ONE PROGRESS PLAZA, SUITE 2400 ST. PETERSBURG, FL 33701			CEO of First Advantage	

Signatures

By: Jeffrey S. Robinson, Attorney In Fact for
 Date: 03/06/2007
 **Signature of Reporting Person

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 option vests in five equal annual increments commencing 2/22/03, the first anniversary of the grant.
- (2) The option vests in five equal annual increments commencing 7/23/03, the first anniversary of the grant.
- (3) The option vests in five equal annual increments commencing 1/13/07, the first anniversary of the grant.

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.