

AMERICAN FINANCIAL GROUP INC
 Form 4
 February 10, 2015

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 * | | | 2. Issuer Name and Ticker or Trading Symbol | 5. Relationship of Reporting Person(s) to Issuer |
| LINDNER CARL H III | | | AMERICAN FINANCIAL GROUP INC [AFG] | (Check all applicable) |
| (Last) | (First) | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year) | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) |
| 301 EAST FOURTH STREET | | | 02/06/2015 | Co-CEO & Co-President |
| (Street) | | | 4. If Amendment, Date Original Filed(Month/Day/Year) | 6. Individual or Joint/Group Filing(Check Applicable Line) <input type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person |
| CINCINNATI, OH 45202 | | | | |
| (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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | Code | V Amount (D) Price | | | |
| Common Stock | 02/06/2015 | | M | 75,000 A \$ 36.57 | 4,175,253 | D | |
| Common Stock | 02/06/2015 | | S | 75,000 D \$ 61.9388 <u>(1)</u> | 4,100,253 | I | #1 <u>(2)</u> |
| Common Stock | | | | | 37,443 | I | #2 <u>(3)</u> |
| Common Stock | | | | | 1,348,500 | I | #12 <u>(4)</u> |
| Common Stock | | | | | 176,166 | I | #21 <u>(5)</u> |

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| | | | |
|--------------|-----------|---|---------------------|
| Common Stock | 33,091 | I | #22 ⁽⁶⁾ |
| Common Stock | 56,709 | I | #25 ⁽⁷⁾ |
| Common Stock | 1,516,741 | I | #26 ⁽⁸⁾ |
| Common Stock | 167,621 | I | #27 ⁽⁹⁾ |
| Common Stock | 1,584 | I | #28 ⁽¹⁰⁾ |
| Common Stock | 2,346,609 | I | #29 ⁽¹¹⁾ |
| Common Stock | 110,589 | I | #30 ⁽¹²⁾ |

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.

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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. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Stock Option Exercise | \$ 36.57 | 02/06/2015 | | M | 75,000 | ⁽¹³⁾ 02/22/2017 | Common | 75,000 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|-----------------------|-------|
| | Director | 10% Owner | Officer | Other |
| LINDNER CARL H III 301 EAST FOURTH STREET | X | | Co-CEO & Co-President | |

CINCINNATI, OH 45202

Signatures

Carl H. Lindner III By: Karl J. Grafe, as
Attorney-in-Fact

02/10/2015

__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).
The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$61.65 to \$62.18, inclusive. The reporting person undertakes to provide to American Financial Group, Inc., ("AFG"), any security holder of AFG, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in the footnote (1).
 - (1) Indirect #1: CHL III, TTEE (or his Successors) of the Carl H. Lindner III Family Trust DTD 8/29/02 as Amended.
 - (2) Indirect #2: Martha S. Lindner, (or her Successor) of the Martha S. Lindner Family Trust DTD 8/30/02 as amended.
 - (3) Indirect #12: Seraphim Partners LLC fka CHL Investments, LLC
 - (4) Indirect #21: Doug Marcian, TTEE MBL Trust Dtd 10/26/05.
 - (5) Indirect #22: Doug Marcian, TTEE GD Trust Dtd 10/26/05.
 - (6) Indirect #25: Lou Ann Flint TTEE MBL 2009 Consolidation Trust DTD 12/22/09.
 - (7) Indirect #26: CHL III 2010-1 Qualified Annuity Trust DTD 4/9/10.
 - (8) Indirect #27: Lou Ann Flint TTEE MBL 2009 Trust DTD 4/13/2009.
 - (9) Indirect #28 MBL TTEE MBL Trust DTD 1/17/2008
 - (10) Indirect #29: Shares voting and dispositive power and holds a remainder interest in shares held directly or indirectly by a charitable lead annuity trust. The reporting person disclaims beneficial interest of the shares held by the trust except to the extent of his pecuniary interest in such shares.
 - (11) Indirect #30: Martha S. Lindner TTEE Carl H. Lindner Dynasty Trust DTD 12/21/12
 - (12) These Employee Stock Options become exercisable in five equal installments beginning on the first anniversary of the grant date.

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.