

State Auto Financial CORP
Form 3
August 15, 2014

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â Rhodebeck Lyle Dean		(Month/Day/Year)	State Auto Financial CORP [STFC]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
518 EAST BROAD STREET			(Check all applicable)	
(Street)			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
COLUMBUS,Â OHÂ 43215			<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
(City)	(State)	(Zip)	(give title below)	(specify below)
			Senior Vice President	6. Individual or Joint/Group Filing(Check Applicable Line)
				<input checked="" type="checkbox"/> Form filed by One Reporting Person
				<input type="checkbox"/> Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Shares without par value	3,930.899	D	Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Title	Amount or Number of		

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				Shares		(I) (Instr. 5)	
Employee Stock Option (Right to Buy) NQ	03/06/2009	03/05/2018	Common Shares	4,839	\$ 25.81	D	Â
Employee Stock Option (Right to Buy) NQ	03/05/2010	03/04/2019	Common Shares	3,422	\$ 14.49	D	Â
Employee Stock Option (Right to Buy) NQ	03/04/2011	03/03/2020	Common Shares	5,568	\$ 18.78	D	Â
Employee Stock Option (Right to Buy) NQ	03/03/2012	03/02/2021	Common Shares	5,976	\$ 17.03	D	Â
Employee Stock Option (Right to Buy) NQ	03/01/2013	02/28/2022	Common Shares	4,251	\$ 13.53	D	Â
Employee Stock Option (Right to Buy) NQ	02/28/2014	02/28/2023	Common Shares	18,096	\$ 16.8	D	Â
Employee Stock Options (Right to Buy) NQ	03/06/2015	03/06/2024	Commons Shares	5,671	\$ 21.23	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Rhodebeck Lyle Dean 518 EAST BROAD STREEET COLUMBUS, OH 43215	Â	Â	Â Senior Vice President	Â

Signatures

/s/ Lyle D. Rhodebeck by James A. Yano, attorney in fact, per POA attached 08/15/2014

__Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(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).

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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