

Branch Gregory C  
Form 4  
March 05, 2013

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
Branch Gregory C

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
360 CENTRAL AVE STE. 900  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
03/01/2013

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

ST. PETERSBURG, FL 33701  
(City) (State) (Zip)

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

**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	(A) or (D)	Price
Common Stock	03/01/2013		P		100,000	A	\$ 5.23
Common Stock							1,529,197
Common Stock							101,848
Common Stock							101,848
Common Stock							101,848

See Footnote 1 (1)  
See Footnote 2 (2)  
See Footnote 3 (3)

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Common Stock	101,848	I	See Footnote 4 (4)
Common Stock	118,588	I	See Footnote 5 (5)

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.**

SEC 1474 (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 Beneficially Owned (Instr. 3 and 4)
				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
Branch Gregory C 360 CENTRAL AVE STE. 900 ST. PETERSBURG, FL 33701	X	X		

## Signatures

/s/ John F. Rohloff, Attorney-in-Fact for Gregory C. Branch

03/05/2013

\*\*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) Held by the Reporting Person as Trustee of the O C Branch Jr. Revocable Trust f/b/o Tracy L. Drake
- (2) Held by the Reporting Person as Trustee of the O C Branch Jr. Revocable Trust f/b/o Overby C. Branch III
- (3) Held by the Reporting Person as Trustee of the O C Branch Jr. Revocable Trust f/b/o Jennifer L. Branch
- (4) Held by the Reporting Person as Trustee of the O C Branch Jr. Revocable Trust f/b/o Christina M. Branch
- (5) The amount of securities beneficially owned as reported in column 5 include 118,588 shares that were previously held by the Greg Branch Family LP and transferred to Branch Journey, LLC in December 2012. Reporting Person is the sole manager of Branch Journey, LLC.

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.