

Filby John D
 Form 4
 August 02, 2017

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 *
 Filby John D

2. Issuer Name and Ticker or Trading Symbol
 DELUXE CORP [DLX]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

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

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

3680 VICTORIA STREET N

07/31/2017

Sr. V.P., Financial Services

(Street)

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

SHOREVIEW, MN 55126

(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 or Price (A) or (D)		
Common Stock	07/31/2017		M		26,491 A \$ 23.81	D	
Common Stock	07/31/2017		M		21,900 A \$ 38.8	D	
Common Stock	07/31/2017		M		12,372 A \$ 50.32	D	
Common Stock	07/31/2017		M		8,270 A \$ 67.08	D	
Common Stock	07/31/2017		M		7,028 A \$ 54.3	D	

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Common Stock	07/31/2017	F	57,125	D	\$ 72.21	38,599	D
Common Stock	07/31/2017	S	18,936	D	\$ 72.21	19,663	D
Common Stock	07/31/2017	M	2,285	A	\$ 23.81	21,948	D
Common Stock	07/31/2017	F	1,493	D	\$ 72.2	20,455 ⁽¹⁾	D

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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Common Stock Option	\$ 23.81	07/31/2017		M	26,491	04/30/2013 ⁽²⁾ 04/30/2019	Common Stock 26,491
Common Stock Option	\$ 23.81	07/31/2017		M	2,285	04/30/2013 ⁽²⁾ 04/30/2019	Common Stock 2,285
Common Stock Option	\$ 38.8	07/31/2017		M	21,900	02/20/2014 ⁽²⁾ 02/20/2020	Common Stock 21,900
Common Stock Option	\$ 50.32	07/31/2017		M	12,372	02/27/2015 ⁽²⁾ 02/27/2021	Common Stock 12,372
Common Stock Option	\$ 67.08	07/31/2017		M	8,270	02/12/2016 ⁽²⁾ 02/12/2022	Common Stock 8,270
Common Stock	\$ 54.3	07/31/2017		M	7,028	02/17/2017 ⁽²⁾ 02/17/2023	Common Stock 7,028

Option

Common

Stock \$ 75.61

Option

02/23/2018⁽²⁾ 02/23/2024

Common
Stock

12,14

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Filby John D 3680 VICTORIA STREET N SHOREVIEW, MN 55126			Sr. V.P., Financial Services	

Signatures

J. Michael Schroeder as Power of Attorney for John D.
Filby

08/02/2017

__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) Total ownership includes 8,916 shares of restricted stock.

(2) Options vest in three equal installments on the three succeeding anniversary dates of the date of grant, provided the holder remains an employee of the Company. Date entered reflects date on which first installment vests(ed).

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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