Edgar Filing: KEYCORP /NEW/ - Form 4

KEYCORP /	NEW/											
Form 4												
January 27, 2	016											
FORM 4 UNITED STATES SECURITIES AND EXCHANCE COMMISSION							OMB APPROVAL					
UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							OMB Number:	3235-0287				
Check this							Expires:	January 31,				
if no longer subject to STATEMENT OF CHANG					GES IN BENEFICIAL OWNERSHIP O				Estimated average			
Section 10		SECURITIES							burden hours per			
Form 4 or Form 5			~ • •		~	-			response 0.			
obligation								e Act of 1934,				
may conti				•	•	• •		1935 or Section	n			
See Instru	ction	30(n)	of the In	vestment	Company	Act	OI 194	ю				
1(b).												
(Print or Type R	esponses)											
	ddress of Reportir	ng Person [*]	2. Issuer	r Name and	Ticker or T	Frading	g	5. Relationship of	f Reporting Person(s) to			
Hipple Richard J Symbo								Issuer				
KE			KEYCC	ORP /NEV	V/ [KEY]			(Check all applicable)				
(Last)	(First)	(Middle)	3. Date of	f Earliest Tra	ansaction			(Cliec	k all applicable)		
			(Month/D	Month/Day/Year) 1/25/2016				_X_ Director	10%	Owner		
			01/25/2					Officer (give title Other (specify below) below)				
SQUARE								below)	below)			
			4. If Ame	4. If Amendment, Date Original				6. Individual or Joint/Group Filing(Check				
			Filed(Mor	nth/Day/Year))			Applicable Line)				
								_X_Form filed by C Form filed by M				
CLEVELAN	ND, OH 44114							Person		porting		
(City)	(State)	(Zip)	Tabl	e I - Non-D	erivative S	Securit	ties Acq	uired, Disposed of	, or Beneficial	ly Owned		
1.Title of	2. Transaction D	ate 2A. Deer	med	3.	4. Securit	ies Ac	quired	5. Amount of	6. Ownership	7. Nature of		
Security	(Month/Day/Yea	n Date, if	Transactio Code	on(A) or Dis			Securities	Form: Direct				
(Instr. 3)		any (Month/Day/Ye			(Instr. 3, 4	and 5))	-	(D) or Indirect (I)	Beneficial Ownership		
		(WORDIN	Day/ I Cal)	(Instr. 8)				Following	(Instr. 4)	(Instr. 4)		
						(A)		Reported				
						or		Transaction(s)				
				Code V	Amount	(D)	Price	(Instr. 3 and 4)				
Common Shares	01/25/2016			Р	10,000	А	\$ 11.1	13,145 <u>(1)</u>	D			

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.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

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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. Transactic Code (Instr. 8)	of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3,		ate	Secur	int of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owno Follo Repo Trans (Instr
				Code V	4, and 5) (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships						
I B	Director	10% Owner	Officer	Other			
Hipple Richard J C/O KEYCORP 127 PUBLIC SQUARE CLEVELAND, OH 44114	Х						
Signatures							
Carrie A. Benedict POA for Ri Hipple		01/27/2016					
<u>**</u> Signature of Reporting Perso	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) Includes approximately 50 common shares acquired through dividend reinvestments between June 2015 and December 2015.

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.