

Branch Gregory C  
Form 4  
December 13, 2012

**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 \*  
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)

3. Date of Earliest Transaction  
(Month/Day/Year)  
12/11/2012

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

C/O UNITED INSURANCE HOLDINGS CORP., 360 CENTRAL AVENUE, SUITE 900

(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

ST. PETERSBURG, FL 33701

(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	Price	
Common Stock	12/11/2012		P		271,183	A \$ 5.15 1,429,197	D
Common Stock	12/11/2012		P		10,416	A \$ 5.2 73,148 <sup>(1)</sup>	I See Footnote 2 <sup>(2)</sup>
Common Stock	12/11/2012		P		10,416	A \$ 5.2 73,148 <sup>(1)</sup>	I See Footnote 3 <sup>(3)</sup>
Common Stock	12/11/2012		P		10,417	A \$ 5.2 73,149 <sup>(1)</sup>	I See

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Stock									Footnote 4 <sup>(4)</sup>
Common Stock	12/11/2012		P	10,417	A	\$ 5.2	73,149 <sup>(1)</sup>	I	See Footnote 5 <sup>(5)</sup>
Common Stock	12/11/2012		P	1,667	A	\$ 5.15	74,815 <sup>(1)</sup>	I	See Footnote 2 <sup>(2)</sup>
Common Stock	12/11/2012		P	1,667	A	\$ 5.15	74,815 <sup>(1)</sup>	I	See Footnote 3 <sup>(3)</sup>
Common Stock	12/11/2012		P	1,666	A	\$ 5.15	74,815 <sup>(1)</sup>	I	See Footnote 4 <sup>(4)</sup>
Common Stock	12/11/2012		P	1,666	A	\$ 5.15	74,815 <sup>(1)</sup>	I	See Footnote 5 <sup>(5)</sup>
Common Stock	12/12/2012		P	27,033	A	\$ 5.229	101,848 <sup>(1)</sup>	I	See Footnote 2 <sup>(2)</sup>
Common Stock	12/12/2012		P	27,033	A	\$ 5.229	101,848 <sup>(1)</sup>	I	See Footnote 3 <sup>(3)</sup>
Common Stock	12/12/2012		P	27,033	A	\$ 5.229	101,848 <sup>(1)</sup>	I	See Footnote 4 <sup>(4)</sup>
Common Stock	12/12/2012		P	27,033	A	\$ 5.229	101,848 <sup>(1)</sup>	I	See Footnote 5 <sup>(5)</sup>
Common Stock							118,588	I	Greg Branch Family LP <sup>(6)</sup>

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	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying	8. Price of Derivative Security	9. Nu Deriv Secur
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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Securities (Instr. 3 and 4)	(Instr. 5)	Bene- Own- Follo- Repo- Trans- (Instr.			
			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 C/O UNITED INSURANCE HOLDINGS CORP. 360 CENTRAL AVENUE, SUITE 900 ST. PETERSBURG, FL 33701	X			

## Signatures

/s/ Carolyn T. Long, Attorney-in-Fact for Gregory C.  
Branch

12/13/2012

                         \*\*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) The amount of securities beneficially owned as reported in column 5 include 62,732 shares that were previously held and transferred by O.C. Branch Trust in October 2012.

(2) Held by the Reporting Person as Trustee of the O C Branch Jr. Revocable Trust f/b/o Tracy L. Drake

(3) Held by the Reporting Person as Trustee of the O C Branch Jr. Revocable Trust f/b/o Overby C. Branch III

(4) Held by the Reporting Person as Trustee of the O C Branch Jr. Revocable Trust f/b/o Jennifer L. Branch

(5) Held by the Reporting Person as Trustee of the O C Branch Jr. Revocable Trust f/b/o Christina M. Branch

(6) The reporting person is the President of Branch Real Estate Services Inc., which serves as the General Partner for the Greg Branch Family LP and disclaims beneficial ownership of these securities except to the extent of his pecuniary interest therein. The inclusion of these shares in this report shall not be deemed an admission of beneficial ownership of all of the reported shares for purposes of Section 16 or for any other purpose.

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.