

ASSURANT INC  
Form 4  
December 27, 2012

# FORM 4

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

OMB APPROVAL

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## 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 \*  
POLLOCK ROBERT B

(Last) (First) (Middle)

ASSURANT, INC., ONE CHASE  
MANHATTAN PLAZA, 41ST  
FLOOR

(Street)

NEW YORK, NY 10005

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
ASSURANT INC [AIZ]

3. Date of Earliest Transaction  
(Month/Day/Year)  
12/26/2012

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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                    | 12/26/2012                           |  | M                              |   | 5,820.31  | A  | \$ 25.08  |
| Common Stock                    | 12/26/2012                           |  | D                              |   | 4,189.31  | D  | \$ 34.84  |
| Common Stock                    | 12/26/2012                           |  | F                              |   | 821   | D  | \$ 34.84  |
| Common Stock                    | 12/26/2012                           |  | M                              |   | 4,364.93  | A  | \$ 33.45  |
| Common Stock                    | 12/26/2012                           |  | D                              |   | 4,189.93  | D  | \$ 34.84  |

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|              |            |   |            |   |          |                        |   |                 |
|--------------|------------|---|------------|---|----------|------------------------|---|-----------------|
| Common Stock | 12/26/2012 | F | 89         | D | \$ 34.84 | 308,462.179            | D |                 |
| Common Stock | 12/26/2012 | M | 6,666.34   | A | \$ 21.89 | 315,128.519            | D |                 |
| Common Stock | 12/26/2012 | D | 4,188.34   | D | \$ 34.84 | 310,940.179            | D |                 |
| Common Stock | 12/26/2012 | F | 1,247      | D | \$ 34.84 | 309,693.179            | D |                 |
| Common Stock | 12/26/2012 | M | 104,637.27 | A | \$ 22    | 414,330.449            | D |                 |
| Common Stock | 12/26/2012 | D | 66,073.27  | D | \$ 34.84 | 348,257.179            | D |                 |
| Common Stock | 12/26/2012 | F | 19,406     | D | \$ 34.84 | 328,851.179<br>(1) (2) | D |                 |
| Common Stock |            |   |            |   |          | 13,365.283<br>(3)      | I | By 401 (k) Plan |

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 Underlying Security (Instr. 3 and 4) |              |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date                                   | Title        |
| Stock Appreciation Right                   | \$ 22  | 12/26/2012                           |  | M                              | 104,637.27  | 12/31/2005   | 01/01/2013  | Common Stock |
| Stock Appreciation Right                   | \$ 33.45   | 12/26/2012                           |  | M                              | 4,364.93  | 12/31/2005   | 01/01/2013  | Common Stock |
| Stock Appreciation Right                   | \$ 25.08   | 12/26/2012                           |  | M                              | 5,820.31  | 12/31/2005   | 01/01/2013  | Common Stock |
| Stock Appreciation                         | \$ 21.89   | 12/26/2012                           |  | M                              | 6,666.34  | 12/31/2005   | 01/01/2013  | Common Stock |

Right

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                          |       |
|---|---------------|-----------|--------------------------|-------|
|   | Director      | 10% Owner | Officer                  | Other |
| POLLOCK ROBERT B<br>ASSURANT, INC.<br>ONE CHASE MANHATTAN PLAZA, 41ST FLOOR<br>NEW YORK, NY 10005 | X             |           | President, CEO, Director |       |

## Signatures

Lisa Richter Attorney  
in Fact 12/27/2012

  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) Includes 21,285 shares, net of tax withholding (rounded to the nearest whole share) granted to Reporting Person pursuant to exercise of these SARs.
- (2) Includes restricted stock units.
- (3) Between May 26, 2004 and September 30, 2012, Mr. Pollock acquired 13,365.285 shares of Assurant, Inc. common stock under the Assurant, Inc. 401 (k) Plan. The information in this report is based on plan information dated as of September 30, 2012.

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