Edgar Filing: DILLARD JOAN H - Form 4

DILLADD IOAN II

Form 4	JOAN H										
January 04,	2011										
FORM 4 UNITED STATES SECURITIES AND EXCHANCE COMMISSION								OMB APPROVAL			
Washington, D.C. 20549							OMMISSION	OMB Number:	3235-0287		
Check th if no lon									Expires:	January 31, 2005	
subject t Section Form 4 o	16.	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES								verage rs per 0.5	
Form 5 obligations may continue. See Instruction 1(b). 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							l				
(Print or Type	Responses)										
DILLARD JOAN H Symb Allie			Symbol					5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)							Director 10% Owner X Officer (give title Other (specify				
CO. HOLD	/ORLD ASSURA DINGS, ENSTRASSE 8	ANCE	01/03/2	2011				below) E ^v	below) VP & CFO		
(Street) 4. If Ame			endment, Date Original			6. Individual or Joint/Group Filing(Check					
Filed(Mo								Applicable Line) _X_Form filed by One Reporting Person			
BAAR/ZU	G, V8 CH-6340						:	Form filed by Me Person	ore than One Re	porting	
(City)	(State)	(Zip)	Tab	le I - Non-l	Derivative	e Secu	rities Acqu	ired, Disposed of,	or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		Date, if	3. Transactio Code (Instr. 8)		sed of		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)	
Common					Amount	(D)	Price \$	(msu. 5 and 4)			
Shares	01/03/2011			S <u>(1)</u>	5,000	D	60.1087 (2)	84,753	D		

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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 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. Transactio Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Expiration D (Month/Day/ e	6. Date Exercisable and Expiration Date (Month/Day/Year)		le and int of rlying ities . 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne 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					
	Directo	or 10% Owner	Officer	Other			
DILLARD JOAN H ALLIED WORLD ASSURANCE CO. HOLDING LINDENSTRASSE 8 BAAR/ZUG, V8 CH-6340	GS, AG		EVP & CFO				
Signatures							
/s/ Wesley D. Dupont, Power of Attorney	1/04/2011						
**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 sale of Common Shares reported in this Form 4 were for tax purposes and were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on May 28, 2010.
- (2) Represents a weighted average sale price: the sales prices range from \$59.62 to \$60.38. Upon request, the full sale information regarding the number of shares sold at each price increment will be provided to the Commission, the issuer or a security holder of the issuer.

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.