

PROTECTIVE LIFE CORP  
Form 4  
July 02, 2007

**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 \*  
**BRIGGS ROBERT S**

(Last) (First) (Middle)

2801 HIGHWAY 280 SOUTH

(Street)

BIRMINGHAM, AL 35223

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**PROTECTIVE LIFE CORP [PL]**

3. Date of Earliest Transaction (Month/Day/Year)  
06/05/2007

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)  
Exec VP

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	06/05/2007		M		59,721	A	\$ 49.3		
Common Stock	06/05/2007		D		32,922.4242	D	\$ 49.3		
Common Stock	06/05/2007		F		8,562.145	D	\$ 49.3		
Common Stock							37,891.9373		
							I	By 401(k) <sup>(1)</sup>	
Common Stock							1,586.251	I	By daughter <sup>(2)</sup>

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Common Stock	1,564.29	I	By son <sup>(2)</sup>
Common Stock	84,108.76	I	Deferred Compensation <sup>(3)</sup>

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)	8. Price of Underlying Securities (Instr. 3 and 4)
SAR 4	\$ 32	06/05/2007		M	30,000	03/04/2007 03/04/2012	SAR 30,000	\$
SAR 6	\$ 22.31	06/05/2007		M	29,721	07/21/2004 03/06/2010	SAR 29,721	\$
SAR 06 <sup>(4)</sup>	\$ 41.05					03/04/2006 03/04/2015	SAR 1,500	
SAR 06 a <sup>(4)</sup>	\$ 41.05					03/04/2007 03/04/2015	SAR 1,500	
SAR 06 b <sup>(4)</sup>	\$ 41.05					03/04/2008 03/04/2015	SAR 1,500	
SAR 06 c <sup>(4)</sup>	\$ 41.05					03/04/2009 03/04/2015	SAR 1,500	
SAR 3 3 06 <sup>(4)</sup>	\$ 48.6					03/03/2007 03/03/2016	SAR 1,125	
SAR 3 3 06 a <sup>(4)</sup>	\$ 48.6					03/03/2008 03/03/2016	SAR 1,125	
SAR 3 3 06 b <sup>(4)</sup>	\$ 48.6					03/03/2009 03/03/2016	SAR 1,125	
SAR 3 3 06 c <sup>(4)</sup>	\$ 48.6					03/03/2010 03/03/2016	SAR 1,125	
	\$ 26.49					03/03/2008 03/03/2013	SAR 15,000	

SAR 5

(4)

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BRIGGS ROBERT S 2801 HIGHWAY 280 SOUTH BIRMINGHAM, AL 35223			Exec VP	

## Signatures

By: by Harriette Hyche  
Attorney-in-Fact for

07/02/2007

\_\_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 Shares Held by reporting person in PLC's 401(k) & Stock Ownership Plan as of 05/31/07
- (2) I disclaim beneficial ownership of such shares.
- (3) Shares acquired through PLC Deferred Compensation Plan for Officers of the Corporation (exempt under Rule 16b-3).
- (4) Previously reported Stock Appreciation Right (SAR).

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.