

Georgino Damian C  
Form 4  
March 22, 2010

**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 \*  
Georgino Damian C

2. Issuer Name and Ticker or Trading Symbol  
PICO HOLDINGS INC /NEW  
[[PICO]]

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)  
  
 Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Exec VP & Chief Legal Officer

(Last) (First) (Middle)  
875 PROSPECT STREET, SUITE 301  
  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
03/18/2010

LA JOLLA, CA 92037-4264

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

(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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |  |
| COMMON STOCK                    |                                      |  |                                |   | 100   | I  | BY TRUST (1)                               |
| COMMON STOCK                    |                                      |  |                                |   | 1,000   | I  | IRA  |
| COMMON STOCK                    | 03/18/2010                           |  | P                              | 0.257 A   | \$ 35.6299 364.29   | I  | BY 401K PLAN                               |
| COMMON STOCK (2)                |                                      |  |                                |   | 80,000  | D  |  |



## Edgar Filing: Georgino Damian C - Form 4

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