

JOHNS JOHN D  
Form 4  
March 08, 2007

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
JOHNS JOHN D

(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)  
03/05/2007

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)  
President

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)
				(A) or (D) Code V Amount (D) Price			
Common Stock					13,006	D	
Common Stock					9,474.1652	I	By 401(k) <sup>(1)</sup>
Common Stock					2,600	I	By wife <sup>(2)</sup>
Common Stock					400	I	By wife as co-trustee of Trust <sup>(2)</sup>
Common Stock					600	I	By wife as custodian for

Common Stock	600	I	Daughter <sup>(2)</sup> by wife as custodian for son <sup>(2)</sup>
Common Stock	269,948.5715	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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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 (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. P Der Sec (Ins	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
<u>SAR 11</u> <sup>(4)</sup>	\$ 43.46	03/05/2007		A	15,100	03/05/2008	03/05/2017	SAR	15,100
<u>SAR 11a</u> <sup>(4)</sup>	\$ 43.46	03/05/2007		A	15,100	03/05/2009	03/05/2017	SAR	15,100
<u>SAR 11b</u> <sup>(4)</sup>	\$ 43.46	03/05/2007		A	15,100	03/05/2010	03/05/2017	SAR	15,100
<u>SAR 11c</u> <sup>(4)</sup>	\$ 43.46	03/05/2007		A	15,100	03/05/2011	03/05/2017	SAR	15,100
<u>SAR 06</u> <sup>(5)</sup>	\$ 41.05					03/04/2006	03/04/2015	SAR	5,800
<u>SAR 06 a</u> <sup>(5)</sup>	\$ 41.05					03/04/2007	03/04/2015	SAR	5,800
<u>SAR 06 b</u> <sup>(5)</sup>	\$ 41.05					03/04/2008	03/04/2015	SAR	5,800
<u>SAR 06 c</u> <sup>(5)</sup>	\$ 41.05					03/04/2009	03/04/2015	SAR	5,800
<u>SAR 2</u> <sup>(6)</sup>	\$ 22.31					03/06/2005	03/06/2010	SAR	50,000

SAR 3 3 06 <u>(6)</u>	\$ 48.6	03/03/2007	03/03/2016	SAR	6,325
SAR 3 3 06 a <u>(6)</u>	\$ 48.6	03/03/2008	03/03/2016	SAR	6,325
SAR 3 3 06 b <u>(6)</u>	\$ 48.6	03/03/2009	03/03/2016	SAR	6,325
SAR 3 3 06 c <u>(6)</u>	\$ 48.6	03/03/2010	03/03/2016	SAR	6,325
SAR 4 <u>(6)</u>	\$ 32	03/04/2007	03/04/2012	SAR	300,000
SAR 6 <u>(6)</u>	\$ 22.31	07/21/2004	03/06/2010	SAR	116,302

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
JOHNS JOHN D 2801 HIGHWAY 280 SOUTH BIRMINGHAM, AL 35223			President	

## Signatures

By: by Harriette Hyche  
Attorney-in-Fact for

03/08/2007

  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 3/1/07.
- (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) Stock Appreciation Right awarded under the Protective Life Corporation Long-Term Incentive Plan in transaction exempt under Rule 16b-3 becoming exercisable in equal installments over four years beginning 3/5/08.
- (5) Previously reported Stock Appreciation Right (SAR) shown in 4 equal installments.
- (6) 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.