

AMERITRADE HOLDING CORP  
Form 4  
November 19, 2004

**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 \*  
TA ASSOCIATES VIII LLC

2. Issuer Name and Ticker or Trading Symbol  
AMERITRADE HOLDING CORP  
[AMTD]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
125 HIGH STREET, SUITE 2500  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
11/17/2004

\_\_\_\_ Director  
\_\_\_\_ Officer (give title below)  Other (specify below)  
See General Remarks

BOSTON, MA 02110

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 Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount  | (D)  | Price   |
| Common Stock                    | 11/17/2004                           |  | S                              |   | 34,500  | D  | \$ 14.4025  |
|                                 |                                      |  |                                |   | 4,696,158   | I  |   |
| Common Stock                    | 11/18/2004                           |  | S                              |   | 34,500  | D  | \$ 14.3061  |
|                                 |                                      |  |                                |   | 4,661,658   | I  |   |
| Common Stock                    | 11/19/2004                           |  | S                              |   | 34,500  | D  | \$ 14.1472  |
|                                 |                                      |  |                                |   | 4,627,158   | I  |   |

See Footnote 1 (1)  
See Footnote 1 (1)  
See Footnote 1 (1)

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



**Remarks:**

Member of a group which owns more than 10% in the aggregate.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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