

KEYCORP /NEW/
Form 4
February 22, 2017

FORM 4

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

OMB APPROVAL

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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 *
Paine Andrew J III

(Last) (First) (Middle)
C/O KEYCORP, 127 PUBLIC SQUARE
(Street)

CLEVELAND, OH 44114

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
KEYCORP /NEW/ [KEY]

3. Date of Earliest Transaction (Month/Day/Year)
02/17/2017

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)
Co-Head Corporate Bank

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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Shares	02/17/2017		M		84,326	A	116,082
Common Shares	02/17/2017		F		35,181	D	\$ 18.96
Common Shares					17,731	I	(2) 401(k) Plan
Common Shares					31,806	I	By spouse
Common Shares					445	I	By Paine Investments LP

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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 Security (Instr. 3 and 4)	8. Amount or Number of Shares		
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Restricted Stock Units	(1)	02/17/2017		M			37,133 (3)	(4)	(4)	Common Shares	37,133
Restricted Stock Units	(1)	02/17/2017		M			8,664	(5)	(5)	Common Shares	8,664
Restricted Stock Units	(1)	02/17/2017		M			10,295	(7)	(7)	Common Shares	10,295
Restricted Stock Units	(1)	02/17/2017		M			28,234	(9)	(9)	Common Shares	28,234
Restricted Stock Units	(1)	02/20/2017		A			37,974	(11)	(11)	Common Shares	37,974
Option to Buy	\$ 18.96	02/20/2017		A			39,130	(12)	02/20/2027	Common Shares	39,130

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Paine Andrew J III C/O KEYCORP 127 PUBLIC SQUARE CLEVELAND, OH 44114			Co-Head Corporate Bank	

Signatures

Carrie A. Benedict POA for Andrew J.
Paine III

02/22/2017

__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) Each restricted stock unit represents the right to receive one KeyCorp common share at vesting.
 - (2) Reported as of February 9, 2017.
 - (3) Includes approximately 689 dividend-equivalent restricted stock units accrued between June and December 2016.
 - (4) These restricted stock units, granted on February 17, 2014, vested in full on February 17, 2017.
 - (5) These restricted stock units, granted on February 17, 2014, vest in four equal annual installments that began on February 17, 2015.
 - (6) Includes approximately 321 dividend-equivalent restricted stock units accrued between June and December 2016.
 - (7) The restricted stock units, granted on February 16, 2015, vest in four equal annual installments beginning on February 17, 2016.
 - (8) Includes approximately 573 dividend-equivalent restricted stock units accrued between June and December 2016.
 - (9) The restricted stock units, granted on February 15, 2016, vest in four equal annual installments beginning on February 17, 2017.
 - (10) Includes approximately 2,095 dividend-equivalent restricted stock units accrued between June and December 2016.
 - (11) The restricted stock units, granted on February 20, 2017, vest in four equal annual installments beginning on February 17, 2018.
 - (12) The options to buy, granted on February 20, 2017, vest in four equal annual installments beginning on February 17, 2018.

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.