Edgar Filing: UMPQUA HOLDINGS CORP - Form 4

Check this box if no longer subject to Section 16. Section 16.									3235-0287 January 31, 2005 average rs per			
(Print or Type I	Responses)											
FORD ALLYN C Syr UN			2. Issuer Name and Ticker or Trading Symbol UMPQUA HOLDINGS CORP [UMPQ]					5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
(Month/				Ionth/Dav/Year) —				_X_Director10% Owner Officer (give titleOther (specify below) below)				
				mendment, Date Original Month/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person				
PORTLAND, OR 97258 Form filed by More than One Reporting Person							porting					
(City)	(State)	(Zip)	Tabl	e I - Non-D	erivative S	Securi	ties Acq	Acquired, Disposed of, or Beneficially Owned				
1.Title of Security (Instr. 3)		ction Date 2A. Deemed ay/Year) Execution Date, if any (Month/Day/Year)			3. 4. Securities Acquired Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) (A) or Code V Amount (D) Price			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership 7. Nature of Form: Direct Indirect (D) or Beneficial Indirect (I) Ownership (Instr. 4) (Instr. 4)			
Common Stock	08/28/2007			Р	10,000	A	\$ 21.5	43,130	D			
Common Stock	08/28/2007			J	1,738 (1)	A	<u>(2)</u>	44,868 <u>(3)</u>	D			
Common Stock	08/28/2007			J	1,588	A	<u>(2)</u>	135,247 <u>(1)</u>	Ι	by Ford Fam Invesmt		

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)

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required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative	2. Conversion	3. Transaction Date (Month/Day/Year)		4. Transacti	5. onNumber	6. Date Exer Expiration D		7. Titl Amou		8. Price of Derivative	9. Nu Deriv
Security (Instr. 3)	or Exercise Price of Derivative Security		any (Month/Day/Year)	Code (Instr. 8)	of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	;	/Year)	Under Securi (Instr.		Security (Instr. 5)	Secur Bene Owno Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		
FORD ALLYN C ONE SW COLUMBIA STREET, SUITE 1200 PORTLAND, OR 97258	Х					
Signatures						
By: Steven L. Philpott - Attorney in Fact For: Al Ford	llyn	08/28/	2007			
**Signature of Reporting Person		Date	e			
Evalenction of Decadences						

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) Holdings reported include shares acquired pursuant to a dividend reinvestment plan for this account.
- (2) Not required.
- (3) Holdings reported include shares acquired pursuant to the Issuer's Director Compensation Plan.

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.