

PRINCIPAL FINANCIAL GROUP INC

Form 4

December 05, 2007

FORM 4**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

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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 *
GRISWELL J BARRY2. Issuer Name and Ticker or Trading
Symbol
**PRINCIPAL FINANCIAL GROUP
INC [PFG]**5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

(Last) (First) (Middle)

711 HIGH STREET

(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
12/03/2007☐ Director ☐ 10% Owner
☒ Officer (give title below) ☐ Other (specify below)

Chairman and CEO

DES MOINES, IA 50392

(City) (State) (Zip)

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**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 Ownership (Instr. 4)
Common Stock	12/03/2007		S ⁽¹⁾	V Amount (A) or (D) Price 1,400 A \$ 63.85	281,024 ⁽²⁾	D	
Common Stock	12/03/2007		S ⁽¹⁾	400 D \$ 63.86	280,624 ⁽²⁾	D	
Common Stock	12/03/2007		S ⁽¹⁾	1,200 D \$ 63.87	279,424 ⁽²⁾	D	
Common Stock	12/03/2007		S ⁽¹⁾	500 D \$ 63.88	278,924 ⁽²⁾	D	
Common Stock	12/03/2007		S ⁽¹⁾	900 D \$ 63.89	278,024 ⁽²⁾	D	

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Common Stock	12/03/2007	<u>S⁽¹⁾</u>	1,400	D	\$ 63.9	276,624 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	400	D	\$ 63.91	276,224 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	2,099	D	\$ 63.92	274,125 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	1,801	D	\$ 63.93	272,324 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	1,200	D	\$ 63.94	271,124 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	2,300	D	\$ 63.95	268,824 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	1,466	D	\$ 63.96	267,358 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	3,181	D	\$ 63.97	264,177 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	1,427	D	\$ 63.98	262,750 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	619	D	\$ 63.99	262,131 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	2,500	D	\$ 64	259,631 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	2,200	D	\$ 64.01	257,431 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	1,042	D	\$ 64.02	256,389 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	100	D	\$ 64.03	256,289 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	700	D	\$ 64.04	255,589 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	300	D	\$ 64.05	255,289 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	705	D	\$ 64.06	254,584 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	1,095	D	\$ 64.07	253,489 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	2,000	D	\$ 64.08	251,489 <u>(2)</u>	D
Common Stock	12/03/2007	<u>S⁽¹⁾</u>	1,600	D	\$ 64.09	249,889 <u>(2)</u>	D
	12/03/2007	<u>S⁽¹⁾</u>	1,800	D	\$ 64.1	248,089 <u>(2)</u>	D

Common
Stock

Common Stock	12/03/2007	S ⁽¹⁾	900	D	\$ 64.11	247,189 ⁽²⁾	D
Common Stock	12/03/2007	S ⁽¹⁾	100	D	\$ 64.12	247,089 ⁽²⁾	D
Common Stock	12/03/2007	S ⁽¹⁾	100	D	\$ 64.13	246,989 ⁽²⁾	D
Common Stock	12/03/2007	S ⁽¹⁾	600	D	\$ 64.15	246,389 ⁽²⁾	D

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 Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Report 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
GRISWELL J BARRY 711 HIGH STREET DES MOINES, IA 50392	X		Chairman and CEO	

Signatures

Joyce N. Hoffman, by Power of Attorney	12/05/2007
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__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) Pursuant to a 10b5-1 plan adopted December 15, 2006, as amended on August 7, 2007.
- (2) Includes 3,306 shares acquired pursuant to the Principal Financial Group, Inc. Employee Stock Purchase Plan.

Remarks:

This is the second of five Form 4s filed by the reporting person on the same date.

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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