

PRINCIPAL FINANCIAL GROUP INC
 Form 4
 July 24, 2013

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 *
 SHAFF KAREN E

2. 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)
 07/22/2013

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 Exec. VP and General Counsel

DES MOINES, IA 50392

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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	07/22/2013		M ⁽¹⁾		36,530	A	\$ 36.3
					100,860		⁽²⁾
Common Stock	07/22/2013		S ⁽¹⁾		36,530	D	\$ 40.5
					64,330		⁽²⁾
Common Stock	07/23/2013		I ⁽³⁾		5,793	D	\$ 40.53
					620		
Common Stock	07/23/2013		I ⁽³⁾		620	D	\$ 41.53
					0		
Common Stock					2,801	I	

Common Stock	500	I	By Immediate Family Member's IRA
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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)	Amount or Number of Shares
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	
Employee Stock Option (Right to Buy)	\$ 36.3	07/22/2013		M ⁽¹⁾	36,530	02/24/2007 02/24/2014	Common Stock	36,530
Phantom Stock Units	<u>(4)</u>	07/23/2013		I ⁽³⁾	2,494.6	<u>(5)</u> <u>(5)</u>	Common Stock	2,494.6

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

SHAFF KAREN E
711 HIGH STREET
DES MOINES, IA 50392

Exec. VP and General Counsel

Signatures

Joyce N. Hoffman, by Power of Attorney

07/24/2013

**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 trading plan adopted by the reporting person on May 1, 2013.
- (2) Includes 8,559 shares acquired pursuant to the Principal Financial Group, Inc. Employee Stock Purchase Plan.
- (3) Pursuant to a 10b5-1 trading plan adopted by the reporting person on May 12, 2013.
- (4) The units convert to common stock on a one-for-one basis.
- (5) Acquired pursuant to the Principal Financial Group, Inc. Select Savings Excess Plan and may be transferred at any time into another investment alternative under that plan.

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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