

BIAGGIO WILLIAM DEL JR  
Form 4  
August 14, 2012

**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 \*  
BIAGGIO WILLIAM DEL JR

2. Issuer Name and Ticker or Trading Symbol  
HERITAGE COMMERCE CORP  
[HTBK]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
150 ALMADEN BOULEVARD  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
08/10/2012

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Business Development

SAN JOSE, CA 95113

(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) |
|---------------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                       |                                      |  | Code                           | V   | Amount (D) Price  |  |                                   |
| Heritage Commerce Corp - Common Stock | 08/10/2012                           |  | S                              |   | 669 D \$ 6.37   | 82,280   | D                                 |
| Heritage Commerce Corp - Common Stock | 08/10/2012                           |  | S                              |   | 4,331 D \$ 6.32   | 77,949   | D                                 |
| Heritage Commerce                     |                                      |  |                                |   |   | 49,000   | I Indirect by Trust               |

Corp -  
Common  
Stock

Heritage  
Commerce

Corp -  
Common  
Stock

5,716

I

Indirect by  
spouse

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) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| Incentive Stock Option (right to buy)      | \$ 23.85   |                                      |  |                                |   | 08/03/2006 08/03/2016                                    | Heritage Commerce Corp - Common Stock 4,1                     |
| Incentive Stock Option (right to buy)      | \$ 23.89   |                                      |  |                                |   | 05/04/2007 05/04/2017                                    | Heritage Commerce Corp - Common Stock 3,8                     |
| Non-Qualified Stock Option (right to buy)  | \$ 6.39  |                                      |  |                                |   | 05/01/2012 <sup>(1)</sup> 05/01/2022                     | Heritage Commerce Corp - Common Stock 5,0                     |
|  | \$ 8.5   |                                      |  |                                |   | 10/25/2002 10/24/2012                                    | 7,5   |

|   |          |            |            |   |     |
|---|----------|------------|------------|---|-----|
| Non-Qualified<br>Stock Option<br>(right to buy) |          |            |            | Heritage<br>Commerce<br>Corp -<br>Common<br>Stock |     |
| Non-Qualified<br>Stock Option<br>(right to buy) | \$ 11.21 | 09/17/1998 | 09/17/2008 | Heritage<br>Commerce<br>Corp -<br>Common<br>Stock | 6,6 |
| Non-Qualified<br>Stock Option<br>(right to buy) | \$ 14.09 | 12/16/1999 | 12/16/2009 | Heritage<br>Commerce<br>Corp -<br>Common<br>Stock | 3,3 |
| Non-Qualified<br>Stock Option<br>(right to buy) | \$ 18.01 | 05/26/2005 | 05/26/2015 | Heritage<br>Commerce<br>Corp -<br>Common<br>Stock | 2,5 |
| Non-Qualified<br>Stock Option<br>(right to buy) | \$ 23.85 | 08/03/2006 | 08/03/2016 | Heritage<br>Commerce<br>Corp -<br>Common<br>Stock | 1,3 |
| Non-Qualified<br>Stock Option<br>(right to buy) | \$ 23.89 | 05/04/2007 | 05/04/2017 | Heritage<br>Commerce<br>Corp -<br>Common<br>Stock | 3,1 |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                      |       |
|---|---------------|-----------|----------------------|-------|
|   | Director      | 10% Owner | Officer              | Other |
| BIAGGIO WILLIAM DEL JR<br>150 ALMADEN BOULEVARD<br>SAN JOSE, CA 95113 |               |           | Business Development |       |

## Signatures

By: Debbie Reuter as Attorney in fact For: William Del Biaggio, Jr.

08/14/2012

\_\_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) Stock option vests daily in four years.

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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