| FORM | 4 |
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| Check this box if no |
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| longer subject to |
| Section 16. Form 4 or |
| Form 5 obligations |
| may continue. See |
| Instruction 1(b). |
| |

(Print or Type Perponses)

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

OMB APPROVAL OMB Number: 3235-0287 Estimated average burden hours per response... 0.5

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| (Print or Type Response | - <i>(</i> | | 1 | | | | | | | | | |
|--|--|------------|--|-------------|---|------------|------------------|--|---|--|-------------------------|--|
| 1. Name and Address of Reporting Person [*] Filler James J | | | 2. Issuer Name a ServisFirst Bar | | | 0, | | | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) _X_ Director10% Owner | | | |
| | | | 3. Date of Earliest Transaction (Month/Day/Year) 05/14/2014 | | | | | | Officer (give title below) | Other (specify | below) | |
| (Street) BIRMINGHAM, AL 35223 | | | 4. If Amendment, Date Original Filed(Month/Day/Year) | | | | | | 6. Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting Person Form filed by More than One Reporting Person | | | |
| (City) | (State) | (Zip) | Ta | ble I - Nor | n-De | rivative S | ecurit | ies Acqui | ired, Disposed of, or Beneficially | Owned | | |
| | 2. Transaction Date (Month/Day/Year) | | 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) | | Beneficial | | |
| | | | (Month/Day/Year) | Code | V | Amount | (A) or (D) | Price | (Instr. 3 and 4) | Direct (D) or Indirect (I) (Instr. 4) | Ownership (Instr. 4) | |
| Common Stock | | 05/14/2014 | | Р | | 8,000 | А | \$ 91 | 203,252 | D | | |
| Common Stock | | 05/14/2014 | | Р | | 2,000 | А | \$ 86 (1) | 205,252 | D | | |
| Common Stock | | 05/14/2014 | | Р | | 500 | А | \$ 85 | 205,752 | D | | |
| Common Stock | | 05/14/2014 | | Р | | 500 | А | \$ 83.48 | 206,252 | D | | |
| Common Stock | | 05/15/2014 | | Р | | 2,000 | A | \$ 82.95 (2) | 208,252 | D | | |
| Common Stock | | 05/16/2014 | | Р | | 500 | А | \$ 82.28 | 208,752 | D | | |

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

SEC 1474 (9-02)

Persons who respond to the collection of information contained in this form are not 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 | 2. | 3. Transaction | 3A. Deemed | 4. | | 5. | | 6. Date Exer | cisable | 7. Tit | le and | 8. Price of | 9. Number of | 10. | 11. Nature |
| Derivative | Conversion | Date | Execution Date, if | Transact | ion | Num | ber | and Expirati | on Date | Amo | unt of | Derivative | Derivative | Ownership | of Indirect |
| Security | or Exercise | (Month/Day/Year) | any | Code | | of | | (Month/Day | /Year) | Unde | rlying | Security | Securities | Form of | Beneficial |
| (Instr. 3) | Price of | | (Month/Day/Year) | (Instr. 8) | | Deriv | vative | | | Secur | rities | (Instr. 5) | Beneficially | Derivative | Ownership |
| | Derivative | | | | | Secur | rities | | | (Instr | . 3 and | | Owned | Security: | (Instr. 4) |
| | Security | | | | | Acqu | ired | | | 4) | | | Following | Direct (D) | |
| | | | | | | (A) o | | | | | | | 1 | or Indirect | |
| | | | | | | Dispo | | | | | | | Transaction(s) | (I) | |
| | | | | | | of (D | · · · · · · · · · · · · · · · · · · · | | | | | | (Instr. 4) | (Instr. 4) | |
| | | | | | | (Instr | · · · · | | | | | | | | |
| | | | | | | 4, and | d 5) | | | | | | | | |
| | | | | | | | | | | | Amount | | | | |
| | | | | | | | | Dete | E | | or | | | | |
| | | | | | | | | Date Exercisable | Expiration | Title | Number | | | | |
| | | | | | | | | Excicisable | Date | | of | | | | |
| | | | | Code | V | (A) | (D) | | | | Shares | | | | |

Reporting Owners

| | Relationships | | | | | | |
|---|---------------|--------------|---------|-------|--|--|--|
| Reporting Owner Name / Address | Director | 10% Owner | Officer | Other | | | |
| Filler James J 2964 SHOOK HILL PARKWAY BIRMINGHAM, AL 35223 | Х | | | | | | |

Signatures

/s/ Edison K. Woodie III, attorney-in-fact

**Signature of Reporting Person

05/16/2014 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).
- The price reported in Column 4 is a weighted average price. These shares were purchased in multiple transactions at prices ranging from \$85.50 to \$86.50, inclusive. The (1) reporting person undertakes to provide to ServisFirst Bancshares, Inc., any security holder of ServisFirst Bancshares, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares purchased at each separate price within the ranges set forth in footnote (1) to this Form 4.
- (2) The price reported in Column 4 is a weighted average price. These shares were purchased in multiple transactions at prices ranging from \$82.50 to \$83.40, inclusive.

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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