

TD AMERITRADE HOLDING CORP  
 Form 144  
 June 04, 2010

**UNITED STATES  
 SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549  
 FORM 144**

**NOTICE OF PROPOSED SALE OF SECURITIES  
 PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933**

**ATTENTION:** *Transmit for filing 3 copies of this form concurrently with either placing an order with a broker to execute sale or executing a sale directly with a market maker.*

**SEC USE ONLY**

**DOCUMENT SEQUENCE NO.**

**CUSIP NUMBER**

|   |                                     |   |                            |                      |                          |                 |
|---|-------------------------------------|---|----------------------------|----------------------|--------------------------|-----------------|
| <i>1 (a) NAME OF ISSUER (Please type or print)</i>                          |                                     | <i>(b) IRS IDENT. NO.</i>                     | <i>(c) S.E.C. FILE NO.</i> | <b>WORK LOCATION</b> |                          |                 |
| TD AMERITRADE Holding Corporation   |                                     | 82-0543156                                    | 0-49992                    |                      |                          |                 |
| <i>1 (d) ADDRESS OF ISSUER</i>  | <i>STREET</i>                       | <i>CITY</i>                                   | <i>STATE</i>               | <i>ZIP CODE</i>      | <i>(e) TELEPHONE NO.</i> |                 |
|   |                                     |   |                            |                      | <b>AREA CODE</b>         | <b>NUMBER</b>   |
|   | 4211 South 102 <sup>nd</sup> Street | Omaha   | NE                         | 68127                | 402                      | 331-7856        |
| <i>2 (a) NAME OF PERSON FOR WHOSE ACCOUNT THE SECURITIES ARE TO BE SOLD</i> | <i>(b) RELATIONSHIP TO ISSUER</i>   | <i>(c) ADDRESS STREET</i>                     |                            | <i>CITY</i>          | <i>STATE</i>             | <i>ZIP CODE</i> |
| Joseph H. Moglia  | Director                            | 4211 South 102 <sup>nd</sup> Street Omaha, NE |                            | 68127                |                          |                 |

*INSTRUCTION: The person filing this notice should contact the issuer to obtain the I.R.S. Identification Number and the S.E.C. File Number.*

|                     |            |            |                  |             |
|---------------------|------------|------------|------------------|-------------|
| <b>SEC USE ONLY</b> | <i>(c)</i> | <i>(d)</i> | <i>(e)</i>       | <i>(f)</i>  |
| Broker-Dealer       |            | Aggregate  | Number of Shares | Approximate |

| and Address of Each Broker Through Whom the Securities are to be Offered or Each Market Maker  | File Number | Number of Shares or Other Units To Be Sold<br>(See Instr. 3(c)) | Market Value<br>(See Instr. 3(d)) | or Other Units Outstanding<br>(See Instr. 3(e)) | Date of<br>(See Instr. 3(f))<br>(MO. DA. YR.) |
|--|-------------|---|-----------------------------------|---|---|
| who is Acquiring the Securities<br>Lynch, Pierce, Fenner & Smith Incorporated<br>55 Broadway Street, 6th Floor<br>New York, NY 10080 |             | 731,000(1)  | \$12,982,560                      | 590,412,316                                     | June 2010                                     |

**INSTRUCTIONS:**

1. (a) Name of issuer  
 (b) Issuer's I.R.S. Identification Number  
 (c) Issuer's S.E.C. file number, if any  
 (d) Issuer's address, including zip code  
 (e) Issuer's telephone number, including area code
  
2. (a) Name of person for whose account the securities are to be sold  
 (b) Such person's relationship to the Issuer (e.g., officer, director, 10% stockholder, or member of immediate family of any of the foregoing)  
 (c) Such person's address, including zip code
  
3. (a) Title of the class of securities to be sold  
 (b) Name and address of each broker through whom the securities are intended to be sold  
 (c) Number of shares or other units to be sold (if debt securities, give the aggregate face amount)  
 (d) Aggregate market value of the securities to be sold as of a specified date within 10 days prior to the filing of this notice  
 (e) Number of shares or other units of the class outstanding, or if debt securities the face amount thereof outstanding, as shown by the most recent report or statement published by the Issuer  
 (f) Approximate date on which the securities are to be sold  
 (g) Name of each securities exchange, if any, on which the securities are intended to be sold

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**TABLE I SECURITIES TO BE SOLD**

*Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:*

| Title of the Class Acquired | Date you Acquired | Name of Acquisition Transaction   | Name of Person from Whom Acquired<br><i>(If gift, also give date donor acquired)</i> | Amount of Securities Acquired | Date of Payment | Nature of Payment |
|-----------------------------|-------------------|---|--|-------------------------------|-----------------|-------------------|
| Common Stock                | (2)               | Exercise of stock options pursuant to Datek Online Holdings Corp. 2001 Stock Incentive Plan | TD AMERITRADE Holding Corporation  | 731,000                       | (2)             | (2)               |

**INSTRUCTIONS:** If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

**TABLE II SECURITIES SOLD DURING THE PAST 3 MONTHS**

*Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.*

| Name and Address of Seller   | Title of Securities Sold | Date of Sale | Amount of Securities Sold | Gross Proceeds |
|--|--------------------------|--------------|---------------------------|----------------|
| Joe Moglia<br>4211 South 102 <sup>nd</sup> Street<br>Omaha, NE 68127 | Common Stock             | (3)          | 849,000                   | \$16,634,181   |

**REMARKS:**

(1) Sales to be effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on December 4, 2009. As indicated below, the representation below regarding the seller's knowledge of material information speaks as of the date of the adoption of the trading plan.

(2) Cashless exercise, with aggregate exercise price of the options netted from the proceeds received from the sale of the common stock at the time of the sale.

(3) Sales effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on December 4, 2009.

**INSTRUCTIONS:**

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In

**ATTENTION:**

*The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective*

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addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

*operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing this form and indicating the date that the plan was adopted or the instructions given, that person makes such representation as of the plan adoption or instruction date.*

June 4, 2010

/s/ Joseph H. Moglia

DATE OF NOTICE

(SIGNATURE)

December 4, 2009

DATE OF PLAN ADOPTION OR GIVING OF  
INSTRUCTION,  
IF RELYING ON RULE 10B5-1

*The notice shall be signed by the person for whose account the securities are to be sold. At least one copy of the notice shall be manually signed. Any copies not manually signed shall bear typed or printed signatures.*

**ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)**

SEC 1147 (04-07)