

MARX CHRISTINE M
Form 4
February 12, 2007

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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 *
MARX CHRISTINE M

(Last) (First) (Middle)
245 RIVERSIDE AVENUE, SUITE 500
(Street)

JACKSONVILLE, FL 32202

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
ST JOE CO [JOE]

3. Date of Earliest Transaction (Month/Day/Year)
02/08/2007

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

___ Director ___ 10% Owner
 Officer (give title below) ___ Other (specify below)
General Counsel and Secretary

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 Indirect Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
| | | | | (A) or (D) | Price | | |
| Common Stock | 02/08/2007 | | M | A | \$ 32.65 | 43,045 | D |
| Common Stock | 02/08/2007 | | M | A | \$ 27.43 | 8,750 | D |
| Common Stock | 02/08/2007 | | S | D | \$ 57.4 | 51,145 | D |
| Common Stock | 02/08/2007 | | S | D | \$ 57.41 | 48,845 | D |
| Common Stock | 02/08/2007 | | S | D | \$ 57.43 | 48,745 | D |

Edgar Filing: MARX CHRISTINE M - Form 4

| | | | | | | | |
|--------------|------------|---|-------|---|----------|--------|---|
| Common Stock | 02/08/2007 | S | 300 | D | \$ 57.52 | 48,445 | D |
| Common Stock | 02/08/2007 | S | 2,000 | D | \$ 57.58 | 46,445 | D |
| Common Stock | 02/08/2007 | S | 100 | D | \$ 57.59 | 46,345 | D |
| Common Stock | 02/08/2007 | S | 400 | D | \$ 57.61 | 45,945 | D |
| Common Stock | 02/08/2007 | S | 3,400 | D | \$ 57.64 | 42,545 | D |
| Common Stock | 02/08/2007 | S | 200 | D | \$ 57.65 | 42,345 | D |
| Common Stock | 02/08/2007 | S | 1,300 | D | \$ 57.66 | 41,045 | D |
| Common Stock | 02/08/2007 | S | 500 | D | \$ 57.72 | 40,545 | D |
| Common Stock | 02/08/2007 | S | 2,600 | D | \$ 57.84 | 37,945 | D |
| Common Stock | 02/08/2007 | S | 200 | D | \$ 57.85 | 37,745 | D |
| Common Stock | 02/08/2007 | S | 2,600 | D | \$ 57.86 | 35,145 | D |
| Common Stock | 02/08/2007 | S | 1,500 | D | \$ 57.87 | 33,645 | D |
| Common Stock | 02/08/2007 | S | 200 | D | \$ 57.88 | 33,445 | D |
| Common Stock | 02/08/2007 | S | 3,800 | D | \$ 57.89 | 29,645 | D |
| Common Stock | 02/08/2007 | S | 1,400 | D | \$ 57.9 | 28,245 | D |
| Common Stock | 02/08/2007 | S | 900 | D | \$ 57.91 | 27,345 | D |
| Common Stock | 02/08/2007 | S | 900 | D | \$ 57.92 | 26,445 | D |
| Common Stock | 02/08/2007 | S | 400 | D | \$ 57.93 | 26,045 | D |
| Common Stock | 02/08/2007 | S | 200 | D | \$ 57.94 | 25,845 | D |
| Common Stock | 02/08/2007 | S | 200 | D | \$ 58.02 | 25,645 | D |
| | 02/08/2007 | S | 200 | D | | 25,445 | D |

Edgar Filing: MARX CHRISTINE M - Form 4

| | | | | | | | |
|--------------|------------|---|-------|---|--|----------|----------|
| Common Stock | | | | | | \$ 58.03 | |
| Common Stock | 02/08/2007 | S | 2,000 | D | | \$ 58.11 | 23,445 D |
| Common Stock | 02/08/2007 | S | 2,500 | D | | \$ 58.12 | 20,945 D |
| Common Stock | 02/08/2007 | S | 1,300 | D | | \$ 58.13 | 19,645 D |
| Common Stock | 02/08/2007 | S | 2,000 | D | | \$ 58.14 | 17,645 D |

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

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.

SEC 1474
(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) | Amount or Number of Shares | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|--------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | |
| Employee Stock Option | \$ 32.65 | 02/08/2007 | | M | 30,000 | <u>(1)</u> | 08/18/2013 | Common Stock | 30,000 |
| Employee Stock Option | \$ 27.43 | 02/08/2007 | | M | 8,750 | <u>(2)</u> | 03/24/2013 | Common Stock | 8,750 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|-------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| MARX CHRISTINE M 245 RIVERSIDE AVENUE SUITE 500 JACKSONVILLE, FL 32202 | | | General Counsel and Secretary | |

Signatures

/s/ Christine M.
Marx

02/12/2007

__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) The 30,000 options exercised vested in three equal annual installments beginning on August 18, 2004. The 10,000 options remaining vest on August 18, 2007.
 - (2) 2,500 options exercised vested on March 24, 2005, and 6,250 options exercised vested on March 24, 2006. The remaining 6,250 options vest on March 24, 2007.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.