Edgar Filing: ROLLANS JAMES O - Form 4

DOLLANG LANGER

ROLLANS J	JAMES O											
Form 4	C 2005											
November 1							PPROVAL					
FORM	OMB											
	Number:	3235-0287										
Check this box if no longer							January 31, 2005					
subject to Section 1 Form 4 o Form 5	6. r	ENT OF CHAN	SECURITIE	S		Estimated a burden hou response	verage					
Form 5 obligations may continue. See Instruction 1(b). 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 I	Responses)											
ROLLANS JAMES O Syn			er Name and Ticker SERVE CORP		5. Relationship of Reporting Person(s) to Issuer							
(Last)	(First) (Mi		of Earliest Transacti		(Chec)	k all applicable	;)					
5215 N. O'C	. ,	,	Day/Year)		_X_Director10% Owner Officer (give titleOther (specify							
BLVD., SU	ITE 2300				below)	below)						
IRVING, TZ	(Street)		endment, Date Orig onth/Day/Year)	inal	 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting 							
IK VIINO, 12	A 73039				Person							
(City)	(State) (Z	Zip) Tab	le I - Non-Derivat	ive Securities Ac	quired, Disposed of	, or Beneficial	ly Owned					
1.Title of Security (Instr. 3)		ransaction Date 2A. Deemed nth/Day/Year) Execution Date, if any (Month/Day/Year)		(A) or unt (D) Price	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)						
Common Stock (\$1.25 par value per share)	11/05/2005		A 443	A \$ 37.28	22,136	I	Rabbi Trust					
Common Stock (\$1.25 par value per share)					696	I	James O. Rollans Trust					

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. Transactic Code (Instr. 8)	5. orNumber 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)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (right-to-buy)	\$ 26.54					<u>(1)</u>	05/06/2007	Common Stock	1,393
Stock Option (right-to-buy)	\$ 13.13					(1)	04/20/2010	Common Stock	2,000
Stock Option (right-to-buy)	\$ 25.69					(1)	04/19/2011	Common Stock	1,500
Stock Option (right-to-buy)	\$ 32.12					<u>(1)</u>	04/18/2012	Common Stock	1,500
Stock Option (right-to-buy)	\$ 14.29					<u>(1)</u>	04/21/2013	Common Stock	1,500
Stock Option (right-to-buy)	\$ 26.9					<u>(1)</u>	01/01/2009	Common Stock	3,484
Stock Option (right-to-buy)	\$ 29.77					(1)	01/01/2009	Common Stock	1,114

Reporting Owners

8 I S (

Signatures

/s/ Ronald F. Shuff, by power of attorney

11/16/2005

**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) Option shares are fully vested and exercisable.

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.