

giovanniello joseph
Form 3
January 30, 2013

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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)

<p>1. Name and Address of Reporting Person *</p> <p>Â giovanniello joseph</p> <p>(Last) (First) (Middle)</p> <p>C/O LADENBURG THALMANN FINANCIAL SERVICE,Â 4400 BISCAYNE BLVD.</p> <p>(Street)</p> <p>MIAMI,Â FLÂ 33137</p> <p>(City) (State) (Zip)</p>	<p>2. Date of Event Requiring Statement (Month/Day/Year)</p> <p>01/30/2013</p>	<p>3. Issuer Name and Ticker or Trading Symbol</p> <p>LADENBURG THALMANN FINANCIAL SERVICES INC [LTS]</p> <p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) Senior Vice President</p>	<p>5. If Amendment, Date Original Filed(Month/Day/Year)</p> <p>6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person</p>
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Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	60,351	D	Â

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

SEC 1473 (7-02)

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 Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security	4. Conversion or Exercise	5. Ownership Form of	6. Nature of Indirect Beneficial Ownership
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	Date Exercisable	Expiration Date	(Instr. 4) Title	Amount or Number of Shares	Price of Derivative Security	Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	(Instr. 5)
Stock Option (Right to Buy)	05/26/2005	05/25/2014	Common Stock	30,000	\$ 1.01	D	Â
Stock Option (Right to Buy)	08/18/2006	08/17/2015	Common Stock	30,000	\$ 0.58	D	Â
Stock Option (Right to Buy)	06/03/2009	06/02/2018	Common Stock	15,000	\$ 2.3	D	Â
Stock Option (Right to Buy)	01/14/2011 ⁽¹⁾	01/14/2020	Common Stock	50,000	\$ 0.9	D	Â
Stock Option (Right to Buy)	03/02/2012 ⁽¹⁾	03/02/2021	Common Stock	50,000	\$ 1.28	D	Â
Stock Option (Right to Buy)	01/31/2013 ⁽¹⁾	01/31/2022	Common Stock	50,000	\$ 2.8	D	Â
Stock Option (Right to Buy)	01/28/2014 ⁽¹⁾	01/28/2023	Common Stock	25,000	\$ 1.4	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
giovanniello joseph C/O LADENBURG THALMANN FINANCIAL SERVICE 4400 BISCAYNE BLVD. MIAMI, FL 33137	Â	Â	Â Senior Vice President	Â

Signatures

/s/ Joseph Giovanniello 01/30/2013

__Signature of Reporting Person Date

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 5(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 option will vest in four equal annual installments commencing on the exercisable date shown (the first anniversary of the grant date) (1) provided that the reporting person is then still an employee of the Company or any of its subsidiaries, subject to earlier vesting upon his death or disability or a change of control of the Company.

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.