

TD AMERITRADE HOLDING CORP
 Form 144
 March 10, 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>	WORK LOCATION		
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>	
					AREA CODE	NUMBER
	4211 South 102 nd 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 nd 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.

SEC USE ONLY *(c)* Broker-Dealer *(d)* Aggregate *(e)* Number of Shares *(f)* Approx

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 (See Instr. 3(c))	Market Value (See Instr. 3(d))	or Other Units Outstanding (See Instr. 3(e))	Date of (See Instr. 3(f))
who is Acquiring the Securities Morgan Stanley, Pierce, Fenner & Smith Incorporated 150 Broadway Street, 6th Floor New York, NY 10080		1,580,000(1)	\$29,798,800	589,529,942	(MO. DA March 201

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

SEC 1147 (04-07)

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 Class	Date Acquired	Name of Acquisition Transaction	Name of Person from Whom Acquired <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	1,580,000	(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 4211 South 102 nd Street Omaha, NE 68127	Common Stock	(3)	454,000	\$8,295,454

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

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

definition. In 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.

March 9, 2009

/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)

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