Viard Joanne Kay

October 18, 2012

Form 3

FORM	I J UNI	TED STA	TES SECURIT	IES AND EXC	HAN(JE COMN	AISSION	OMB A	PPROVAL		
	Washington, D.C. 20549							OMB Number:	3235-0104		
	P OF	Expires:	January 31,								
			2005								
								Estimated average burden hours per			
		on 17(a) of	t to Section 16(a) the Public Utilit 0(h) of the Inves	y Holding Com	pany A	ct of 1935		response	•		
Print or Type R	Responses)										
Person <u>Statemer</u>				f Event Requiring 3. Issuer Name and Ticker or Trading Sy tt ST JOE CO [JOE] Day/Year)							
(Last)	(First)	(Middle)	10/10/2012	4. Relati					If Amendment, Date Original led(Month/Day/Year)		
133 S WATERSOUND PARKWAY				(0	(Check all applicable)			ý	,		
(Street)				XO (give title	OfficerOther Filing (give title below) (specify below)X_F				lividual or Joint/Group g(Check Applicable Line) form filed by One Reporting		
WATERSOUND, FL 32413				1			Fo:	son Form filed by More than One orting Person			
(City)	(State)	(Zip)	Ta	Table I - Non-Derivative Securities Beneficially Owned							
1.Title of Secur (Instr. 4)	rity		Ber	Amount of Securitie neficially Owned str. 4)	O Fe D OI (I	ownership orm: Pirect (D) r Indirect	4. Nature of I Ownership (Instr. 5)	ndirect Benef	ïcial		
Reminder: Repo	•		ach class of securitie	s beneficially	SEC	2 1473 (7-02)					
	inforn requir	nation cont red to respo	pond to the colle ained in this form and unless the for MB control numb	are not rm displays a							
Т	able II - Der	rivative Secu	rities Beneficially (Owned (e.g., puts,	calls, wa	arrants, opti	ons, converti	ble securities	5)		
1. Title of Deri (Instr. 4)	vative Securi	Expi	ate Exercisable and ration Date ^{J/Day/Year)}	3. Title and Amo Securities Underl Derivative Securi	ying	4. Conversion or Exercise			e of Indirect al Ownership		

(Instr. 4)

Expiration Title

Date

Exercisable Date

Derivative

Security:

Direct (D)

or Indirect

(I)

Price of

Security

Amount or

Number of

Shares

Derivative

(Instr. 5)

Reporting Owners

Reporting Owner Name / Address		Relationships						
		Director	10% Owner	Officer	Other			
Viard Joanne Kay 133 S WATERSOUND PARKWAY WATERSOUND, FL 32413		Â	Â	Chief Accounting Officer	Â			
Signatures								
/s/ Joanne K. Viard	10/18/2012	2						
<u>**</u> Signature of Reporting Person	Date							

Explanation of Responses:

No securities are beneficially owned

- * 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).

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Remarks:

The Reporting Person does not own any securities of the Issuer at the time of the filing of this

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.