

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Filby John D</u> (Last) (First) (Middle) 3680 VICTORIA STREET N (Street) SHOREVIEW MN 55126 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>DELUXE CORP [DLX]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Sr. V.P., Financial Services</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>07/31/2017</u>	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

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 Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	07/31/2017		M		26,491	A	\$23.81	46,154	D	
Common Stock	07/31/2017		M		21,900	A	\$38.8	68,054	D	
Common Stock	07/31/2017		M		12,372	A	\$50.32	80,426	D	
Common Stock	07/31/2017		M		8,270	A	\$67.08	88,696	D	
Common Stock	07/31/2017		M		7,028	A	\$54.3	95,724	D	
Common Stock	07/31/2017		F		57,125	D	\$72.21	38,599	D	
Common Stock	07/31/2017		S		18,936	D	\$72.21	19,663	D	
Common Stock	07/31/2017		M		2,285	A	\$23.81	21,948	D	
Common Stock	07/31/2017		F		1,493	D	\$72.2	20,455 ⁽¹⁾	D	

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Common Stock Option	\$23.81	07/31/2017		M		26,491		04/30/2013 ⁽²⁾	04/30/2019	Common Stock	26,491	\$0	2,285	D	
Common Stock Option	\$23.81	07/31/2017		M		2,285		04/30/2013 ⁽²⁾	04/30/2019	Common Stock	2,285	\$0	0	D	
Common Stock Option	\$38.8	07/31/2017		M		21,900		02/20/2014 ⁽²⁾	02/20/2020	Common Stock	21,900	\$0	0	D	
Common Stock Option	\$50.32	07/31/2017		M		12,372		02/27/2015 ⁽²⁾	02/27/2021	Common Stock	12,372	\$0	0	D	
Common Stock Option	\$67.08	07/31/2017		M		8,270		02/12/2016 ⁽²⁾	02/12/2022	Common Stock	8,270	\$0	4,135	D	
Common Stock Option	\$54.3	07/31/2017		M		7,028		02/17/2017 ⁽²⁾	02/17/2023	Common Stock	7,028	\$0	14,057	D	
Common Stock Option	\$75.61							02/23/2018 ⁽²⁾	02/23/2024	Common Stock	12,141		12,141	D	

Explanation of Responses:

- 1. Total ownership includes 8,916 shares of restricted stock.
- 2. Options vest in three equal installments on the three succeeding anniversary dates of the date of grant, provided the holder remains an employee of the Company. Date entered reflects date on which first installment vests(ed).

Remarks:

J. Michael Schroeder as Power of Attorney for John D. Filby 08/02/2017

** Signature of Reporting Person Date

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

* 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).

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

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