

# FORM 4

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

|  |           |
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| OMB APPROVAL                                   |           |
| OMB Number:                                    | 3235-0287 |
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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

(Print or Type Responses)

|  |         |          |   |  |  |  |  |  |
|--|---------|----------|---|--|--|--|--|--|
| 1. Name and Address of Reporting Person *<br><b>ROLLINS GARY W</b> |         |          | 2. Issuer Name and Ticker or Trading Symbol<br><b>ROLLINS INC [ROL]</b>                 |  |  | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br><input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner<br><input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)<br><b>President and CEO</b> |  |  |
| (Last)   | (First) | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year)<br><b>12/30/2010</b>                   |  |  | 6. Individual or Joint/Group Filing (Check Applicable Line)<br><input checked="" type="checkbox"/> Form filed by One Reporting Person<br><input type="checkbox"/> Form filed by More than One Reporting Person   |  |  |
| 2170 PIEDMONT RD<br><br>(Street)                                   |         |          | 4. If Amendment, Date Original Filed (Month/Day/Year)                                   |  |  |  |  |  |
| ATLANTA, GA 30324<br><br>(City) (State) (Zip)                      |         |          | <b>Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned</b> |  |  |  |  |  |

| 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 |   |  |   |
| Rollins, Inc. Common Stock \$1 Par Value | 12/30/2010                           |  | G                              | V | 5,859   | D          | \$ 0  | 2,156,879 <sup>(1)</sup>  | D  |   |
| Rollins, Inc. Common Stock \$1 Par Value | 01/25/2011                           |  | A                              |   | 50,000 <sup>(2)</sup>   | A          | \$ 0  | 2,206,879 <sup>(1)</sup>  | D  |   |
| Rollins, Inc. Common Stock \$1 Par Value |                                      |  |                                |   |   |            |       | 4,059,510 <sup>(3)</sup>  | I  | Co-Trustee of Charitable Foundation                   |
| Rollins, Inc. Common Stock \$1 Par Value |                                      |  |                                |   |   |            |       | 71,655,558 <sup>(3)</sup>   | I  | RFPS Management Company I, LP                         |

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

SEC 1474 (9-02)  
**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 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 Underlying Securities (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 of Derivative Security: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--|--|--------------------------------------|--|--------------------------------|---|---|--|-----|---|--|--|--|--|
|  |  |                                      |  | Code                           | V |   | (A)  | (D) |   |  |  |  |  |

## Reporting Owners

|                                |               |           |         |       |
|--------------------------------|---------------|-----------|---------|-------|
| Reporting Owner Name / Address | Relationships |           |         |       |
|                                | Director      | 10% Owner | Officer | Other |

|   |   |   |                   |  |
|---|---|---|-------------------|--|
| ROLLINS GARY W<br>2170 PIEDMONT RD<br>ATLANTA, GA 30324 | X | X | President and CEO |  |
|---|---|---|-------------------|--|

## Signatures

|  |  |                     |
|--|--|---------------------|
| Glenn P. Grove, Jr., as Attorney-in-Fact for Gary W. Rollins |  | 01/26/2011          |
| <small>**Signature of Reporting Person</small>               |  | <small>Date</small> |

## 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) This number includes 100,227 shares of 401(k) stock, 10,604 Purchase Plan shares, and 293,750 of restricted shares.
- (2) Represent restricted shares that vest 20% per year beginning in 2013.
- (3) Gary W. Rollins disclaims for the purpose of Section 16 of the Securities and Exchange Act of 1934 the beneficial ownership of these shares, except to the extent of any pecuniary interest therein, and this report is not an admission of such beneficial ownership.

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.