

FORM 4

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

OMB APPROVAL
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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,
Section 17(a) of the Public
Utility Holding Company Act of 1935 or Section 30(f) of the
Investment Company Act of 1940

1. Name and Address of Reporting Person * GRISWELL J BARRY (Last) (First) (Middle) 711 HIGH STREET (Street) DES MOINES, IA 50392 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol PRINCIPAL FINANCIAL GROUP INC [PFG] 3. Date of Earliest Transaction (MM/DD/YYYY) 12/3/2007 4. If Amendment, Date Original Filed (MM/DD/YYYY)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director _____ 10% Owner <input checked="" type="checkbox"/> Officer (give title below) _____ Other (specify below) Chairman and CEO 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
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Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. 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	12/3/2007		S (I)		1000	A	\$64.16	245389 (2)	D	
Common Stock	12/3/2007		S (I)		300	D	\$64.18	245089 (2)	D	
Common Stock	12/3/2007		S (I)		1500	D	\$64.19	243589 (2)	D	
Common Stock	12/3/2007		S (I)		176	D	\$64.21	243413 (2)	D	
Common Stock	12/3/2007		S (I)		168	D	\$64.22	243245 (2)	D	
Common Stock	12/3/2007		S (I)		632	D	\$64.23	242613 (2)	D	
Common Stock	12/3/2007		S (I)		1124	D	\$64.24	241489 (2)	D	
Common Stock	12/3/2007		S (I)		100	D	\$64.28	241389 (2)	D	
Common Stock	12/3/2007		S (I)		700	D	\$64.30	240689 (2)	D	
Common Stock	12/3/2007		S (I)		400	D	\$64.32	240289 (2)	D	
Common Stock	12/3/2007		S (I)		100	D	\$64.34	240189 (2)	D	
Common Stock	12/3/2007		S (I)		800	D	\$64.44	239389 (2)	D	
Common Stock	12/3/2007		S (I)		532	D	\$64.45	238857 (2)	D	
Common Stock	12/3/2007		S (I)		600	D	\$64.46	238257 (2)	D	
Common Stock	12/3/2007		S (I)		68	D	\$64.47	238189 (2)	D	
Common Stock	12/3/2007		S (I)		400	D	\$64.48	237789 (2)	D	
Common Stock	12/3/2007		S (I)		800	D	\$64.49	236989 (2)	D	

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			Code	V	Amount	(A) or (D)	Price			
Common Stock	12/3/2007		S (1)		700	D	\$64.50	236289 (2)	D	
Common Stock	12/3/2007		S (1)		500	D	\$64.51	235789 (2)	D	
Common Stock	12/3/2007		S (1)		700	D	\$64.52	235089 (2)	D	
Common Stock	12/3/2007		S (1)		402	D	\$64.53	234687 (2)	D	
Common Stock	12/3/2007		S (1)		400	D	\$64.54	234287 (2)	D	
Common Stock	12/3/2007		S (1)		920	D	\$64.55	233367 (2)	D	
Common Stock	12/3/2007		S (1)		300	D	\$64.56	233067 (2)	D	
Common Stock	12/3/2007		S (1)		379	D	\$64.57	232688 (2)	D	
Common Stock	12/3/2007		S (1)		900	D	\$64.58	231788 (2)	D	
Common Stock	12/3/2007		S (1)		999	D	\$64.59	230789 (2)	D	
Common Stock	12/3/2007		S (1)		1100	D	\$64.60	229689 (2)	D	
Common Stock	12/3/2007		S (1)		400	D	\$64.61	229289 (2)	D	
Common Stock	12/3/2007		S (1)		400	D	\$64.62	228889 (2)	D	

Table II - Derivative Securities Beneficially Owned (e.g. , puts, calls, warrants, options, convertible securities)

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. 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		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 of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Explanation of Responses:

- (1) Pursuant to a 10b5-1 plan adopted December 15, 2006, as amended on August 7, 2007.
- (2) Includes 3,306 shares acquired pursuant to the Principal Financial Group, Inc. Employee Stock Purchase Plan.

Remarks:

This is the third of five Form 4s filed by the reporting person on the same date.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GRISWELL J BARRY 711 HIGH STREET DES MOINES, IA 50392	X		Chairman and CEO	

Signatures

Joyce N. Hoffman, by Power of Attorney

12/5/2007

** 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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