

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

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>KING ALLEN B</u> <hr/> (Last) (First) (Middle) <u>1501 N HAMILTON STREET</u> <hr/> (Street) <u>RICHMOND VA 23230</u> <hr/> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>UNIVERSAL CORP /VA/ [UVV]</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>Chairman, President & CEO</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>02/13/2004</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	02/13/2004	02/13/2004	M		14,084	A	\$40.1875	0	D	
Common Stock	02/13/2004	02/13/2004	M		8,000	A	\$38.7	0	D	
Common Stock	02/13/2004	02/13/2004	M		1,566	A	\$36.92	0	D	
Common Stock	02/13/2004	02/13/2004	F		22,169	D	\$48.4083	0	D	
Common Stock	02/13/2004	02/13/2004	I		1,481	D	\$48.4083	105,425	D	
Common Stock-ESPP								19,924	I ⁽¹⁾	shares held in the ESPP

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		Date Exercisable	Expiration Date						Title
Options to buy Common Stock	\$40.1875	02/13/2004	02/13/2004	M		14,084	06/08/1998	12/01/2004	Common Stock ⁽²⁾	14,084	\$40.1875	0	D	
Options to buy Common Stock	\$38.7	02/13/2004	02/13/2004	M		8,000	12/17/2002	12/01/2004	Common Stock ⁽²⁾	8,000	\$38.7	23,109	D	
Options to buy Common Stock	\$36.92	02/13/2004	02/13/2004	M		1,566	06/17/2002	12/01/2004	Common Stock ⁽²⁾	1,566	\$36.92	0	D	

Explanation of Responses:

- 1. Shares held in the Employee Stock Purchase Plan
- 2. Options issued under the Executive Stock Plan

Allen B. King, by Terri L. Marks, Power of Attorney

02/16/2004

** 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.

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 Number.