

Kovach Michael I.  
 Form 3  
 May 05, 2008

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF 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(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*

^ Kovach Michael I.  
 (Last) (First) (Middle)

C/O LIVEPERSON, INC., ^ 462 SEVENTH AVENUE THIRD FLOOR

(Street)

NEW YORK, ^ NY ^ 10018

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)  
 04/24/2008

3. Issuer Name and Ticker or Trading Symbol  
 LIVEPERSON INC [LPSN]

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer  Other  
 (give title below) (specify below)  
 SVP, Corporate Controller

5. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)

2. Amount of Securities Beneficially Owned (Instr. 4)

3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)

4. Nature of Indirect Beneficial Ownership (Instr. 5)

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

SEC 1473 (7-02)

**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 Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)

2. Date Exercisable and Expiration Date (Month/Day/Year)

3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)

4. Conversion or Exercise Price of Derivative Security

5. Ownership Form of Derivative Security: Direct (D)

6. Nature of Indirect Beneficial Ownership (Instr. 5)

Date Exercisable Date Expiration Date

Title Amount or Number of

Edgar Filing: Kovach Michael I. - Form 3

				Shares		or Indirect (I) (Instr. 5)	
Stock Option (right to buy)	Â (1)	03/07/2010	Common Stock	22,500	\$ 6.67	D	Â
Stock Option (right to buy)	Â (2)	10/20/2010	Common Stock	25,000	\$ 1.94	D	Â
Stock Option (right to buy)	Â (3)	12/12/2012	Common Stock	73,700	\$ 0.72	D	Â
Stock Option (right to buy)	Â (4)	01/27/2015	Common Stock	50,000	\$ 2.92	D	Â
Stock Option (right to buy)	Â (5)	01/30/2017	Common Stock	40,000	\$ 5.9	D	Â
Stock Option (right to buy)	Â (6)	04/01/2018	Common Stock	27,000	\$ 3.23	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Kovach Michael I. C/O LIVEPERSON, INC. 462 SEVENTH AVENUE THIRD FLOOR NEW YORK, NY 10018	Â	Â	Â SVP, Corporate Controller	Â

## Signatures

/s/ Michael I. Kovach 05/05/2008

\*\*Signature of Reporting Person Date

## Explanation of Responses:

- \* 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).
- (1) This grant is comprised of an incentive stock option for 22,500 shares, all of which are currently exercisable.
- (2) This grant is comprised of an incentive stock option for 25,000 shares, all of which are currently exercisable.
- (3) This grant is comprised of (a) a non-qualified stock option for 14,891 shares, all of which are currently exercisable and (b) an incentive stock option for 58,809 shares, all of which are currently exercisable.
- (4) This grant is comprised of an incentive stock option for 50,000 shares, of which 37,500 shares are currently exercisable and 12,500 shares become exercisable on January 27, 2009.
- (5) This grant is comprised of an incentive stock option for 40,000 shares, of which 10,000 shares are currently exercisable and 10,000 shares become exercisable on each of January 30, 2009, 2010 and 2011.
- (6) This grant is comprised of (a) a non-qualified stock option for 5,357 shares, of which no shares are currently exercisable and all shares become exercisable on April 1, 2009 and (b) an incentive stock option for 21,643 shares, of which no shares are currently exercisable, 1,393 shares become exercisable on April 1, 2009 and 6,750 shares become exercisable on each of April 1, 2010, 2011 and 2012.

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

## Edgar Filing: Kovach Michael I. - Form 3

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.