Edgar Filing: Bazaarvoice Inc - Form 4

| Bazaarvoice I Form 4 | | | | | | | | | | | |
|---|--|------|------------|--|-----------------|----------|---|---|---|----------|--|
| December 27, 2016 FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 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(h) of the Investment Company Act of 1940 | | | | | | | OMB APPROVAL OMB 3235-0287 Number: January 31, 2005 Estimated average burden hours per response 0.5 | | | | |
| (Print or Type R | esponses) | | | | | | | | | | |
| HAWN JEFF Symbo | | | Symbol | ssuer Name and Ticker or Trading ool aarvoice Inc [BV] | | | | 5. Relationship of Reporting Person(s) to Issuer | | | |
| (Last) (First) (Middle) 3. Dat (Mon | | | | Date of Earliest Transaction onth/Day/Year) 227/2016 | | | | (Check all applicable) <u>X</u> Director Officer (give title 10% Owner below) Director | | | |
| | | | | endment, Date Original nth/Day/Year) | | | | 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person | | | |
| (City) | (State) (| Zip) | Table | e I - Non-Do | erivative S | Securi | ties Acq | juired, Disposed o | f, or Beneficial | ly Owned | |
| 1.Title of Security (Instr. 3) | of 2. Transaction Date 2A. Deemed (Month/Day/Year) Execution Date, if | | n Date, if | 3. 4. Securities Acquired Transaction(A) or Disposed of Code (D) (Instr. 8) (Instr. 3, 4 and 5) (A) or Code V Amount (D) Price | | | Securities Energicially Owned | 6. Ownership | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | | |
| Common Stock | 12/27/2016 | | | $\frac{\text{Code} \text{V}}{P(1)}$ | Amount 1,020 | (D) A | Price \$ 4.95 | 126,332 | D | | |

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

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)

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| 1. Title of | 2. | 3. Transaction Date | 3A. Deemed | 4. | 5. | 6. Date Exerc | cisable and | 7. Title and | 8. Price of | 9. Nu |
|-------------|-------------|---------------------|--------------------|------------|------------|---------------|-------------|------------------|-------------|--------|
| Derivative | Conversion | (Month/Day/Year) | Execution Date, if | Transactio | onNumber | Expiration Da | ate | Amount of | Derivative | Deriv |
| Security | or Exercise | | any | Code | of | (Month/Day/ | Year) | Underlying | Security | Secu |
| (Instr. 3) | Price of | | (Month/Day/Year) | (Instr. 8) | Derivative | e | | Securities | (Instr. 5) | Bene |
| | Derivative | | | | Securities | | | (Instr. 3 and 4) | | Owne |
| | Security | | | | Acquired | | | | | Follo |
| | 2 | | | | (A) or | | | | | Repo |
| | | | | | Disposed | | | | | Trans |
| | | | | | of (D) | | | | | (Instr |
| | | | | | (Instr. 3, | | | | | `` |
| | | | | | 4, and 5) | | | | | |
| | | | | | | _ | | | | |
| | | | | Code V | (A) (D) | | • | Title Amount | | |
| | | | | | | Exercisable | Date | or | | |
| | | | | | | | | Number | | |
| | | | | | | | | of | | |
| | | | | | | | | Shares | | |
| | | | | | | | | | | |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | | | | |
|--|---------------|-----------|----------|-------|--|--|--|
| I O | Director | 10% Owner | Officer | Other | | | |
| HAWN JEFF 10901 STONELAKE BLVD. AUSTIN, TX 78759 | Х | | | | | | |
| Signatures | | | | | | | |
| /s/ Kin Gill (as attorney-in-fact Hawn) | for Mr. | 1 | 2/27/201 | 6 | | | |

<u>**</u>Signature of Reporting Person

Date

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).
- Transaction pursuant to a 10b5-1 Trading Plan adopted by the Reporting Person in accordance with Rule 10b5-1 of the Securities (1) Exchange Act of 1934, as amended.

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.