

SWAN ROBERT HOLMES  
Form 4  
July 31, 2012

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
SWAN ROBERT HOLMES

2. Issuer Name and Ticker or Trading Symbol  
EBAY INC [EBAY]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
2145 HAMILTON AVE.

3. Date of Earliest Transaction (Month/Day/Year)  
07/27/2012

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
SVP, Finance & CFO

(Street)  
SAN JOSE, CA 95125

4. 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

(City) (State) (Zip)

**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	07/27/2012		M		100,000	A	\$ 39 484,659
Common Stock	07/27/2012		S		100,000 (1)	D	\$ 45 384,659
Common Stock	07/27/2012		M		25,000	A	\$ 31.93 409,659
Common Stock	07/27/2012		S		25,000 (1)	D	\$ 45.0006 (2) 384,659
Common Stock	07/27/2012		M		25,000	A	\$ 26.36 409,659

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Common Stock	07/27/2012	S	<u>25,000</u> <sup>(1)</sup>	D	\$ 45.0006 <u>(2)</u>	384,659	D
Common Stock	07/27/2012	M	25,000	A	\$ 13.19	409,659	D
Common Stock	07/27/2012	S	<u>25,000</u> <sup>(1)</sup>	D	\$ 45.0006 <u>(2)</u>	384,659	D
Common Stock	07/27/2012	M	50,000	A	\$ 28.36	434,659	D
Common Stock	07/27/2012	S	<u>50,000</u> <sup>(1)</sup>	D	\$ 45.0006 <u>(2)</u>	384,659	D
Common Stock	07/27/2012	M	25,000	A	\$ 25.85	409,659	D
Common Stock	07/27/2012	S	<u>25,000</u> <sup>(1)</sup>	D	\$ 45.0006 <u>(2)</u>	384,659	D

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

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SEC 1474  
(9-02)

**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 Security (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Am Nur Sha
Non-Qualified Stock Option (right to buy)	\$ 13.19	07/27/2012		M	25,000	<u>(3)</u>	02/13/2016	Common Stock	25
Non-Qualified Stock Option (right to buy)	\$ 25.85	07/27/2012		M	25,000	<u>(4)</u>	03/03/2015	Common Stock	25
Non-Qualified Stock Option (right to buy)	\$ 26.36	07/27/2012		M	25,000	<u>(3)</u>	08/08/2015	Common Stock	25

Non-Qualified Stock Option (right to buy)	\$ 28.36	07/27/2012	M	50,000	(5)	09/29/2013	Common Stock	50
Non-Qualified Stock Option (right to buy)	\$ 31.93	07/27/2012	M	25,000	(6)	03/01/2014	Common Stock	25
Non-Qualified Stock Option (right to buy)	\$ 39	07/27/2012	M	100,000	(5)	03/31/2013	Common Stock	100

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SWAN ROBERT HOLMES 2145 HAMILTON AVE. SAN JOSE, CA 95125			SVP, Finance & CFO	

## Signatures

Robert Holmes  
Swan

07/31/2012

\*\*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).
- (1) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan.
- (2) Represents the weighted average price of shares sold at prices that ranged from \$45.0000 to \$45.0400.
- (3) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 2/8/09 and 1/48th per month thereafter.
- (4) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/08 and 1/48th per month thereafter.
- (5) The option grant is subject to a four-year vesting schedule, vesting 25% on 3/16/07 and 1/48th per month thereafter.
- (6) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/07 and 1/48th per month thereafter.

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