

BIXBY TIMOTHY E
Form 4
November 19, 2009

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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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 *
BIXBY TIMOTHY E

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
C/O LIVEPERSON INC., 462 SEVENTH AVENUE, 3RD FLOOR

3. Date of Earliest Transaction (Month/Day/Year)
11/17/2009

Director 10% Owner
 Officer (give title below) Other (specify below)
President and CFO

(Street)
NEW YORK, NY 10018

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | Code | V | Amount or Price (D) | | |
| Common Stock | 11/17/2009 | | M | | 19,500 A \$ 0.29 | 306,250 ⁽⁴⁾ | D |
| Common Stock | 11/17/2009 | | M | | 4,909 A \$ 0.72 | 311,159 ⁽⁴⁾ | D |
| Common Stock | 11/17/2009 | | S ⁽¹⁾ | | 24,409 D \$ 6.5 ⁽²⁾ | 286,750 ⁽⁴⁾ | D |
| Common Stock | 11/18/2009 | | M | | 28,100 A \$ 0.72 | 314,850 ⁽⁴⁾ | D |
| Common Stock | 11/18/2009 | | S ⁽¹⁾ | | 28,100 D \$ 6.5 ⁽³⁾ | 286,750 ⁽⁴⁾ | D |

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| | | | | | | | | |
|--------------|------------|--|------------------|-----|---|---------|------------------------|---|
| Common Stock | 11/19/2009 | | M | 600 | A | \$ 0.72 | 287,350 ⁽⁴⁾ | D |
| Common Stock | 11/19/2009 | | S ⁽¹⁾ | 600 | D | \$ 6.5 | 286,750 ⁽⁴⁾ | D |

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

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(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 Securities (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Stock Option (right to buy) | \$ 0.29 | 11/17/2009 | | M | 19,500 | ⁽⁵⁾ 11/09/2011 | Common Stock | 19,500 |
| Stock Option (right to buy) | \$ 0.72 | 11/17/2009 | | M | 4,909 | ⁽⁵⁾ 12/12/2012 | Common Stock | 4,909 |
| Stock Option (right to buy) | \$ 0.72 | 11/18/2009 | | M | 28,100 | ⁽⁵⁾ 12/12/2012 | Common Stock | 28,100 |
| Stock Option (right to buy) | \$ 0.72 | 11/19/2009 | | M | 600 | ⁽⁵⁾ 12/12/2012 | Common Stock | 600 |

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

BIXBY TIMOTHY E
C/O LIVEPERSON INC.
462 SEVENTH AVENUE, 3RD FLOOR
NEW YORK, NY 10018

X

President and CFO

Signatures

/s/ Monica L. Greenberg,
attorney-in-fact

11/19/2009

__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 adopted by the reporting person on June 10, 2009.

This price reported in column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$6.50 to \$6.52, inclusive. The reporting person undertakes to provide LivePerson, Inc., any security holder of LivePerson, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

(2) This price reported in column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$6.50 to \$6.53, inclusive. The reporting person undertakes to provide LivePerson, Inc., any security holder of LivePerson, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

(3) The Form 4 filed by the reporting person on August 13, 2009 did not account for 1,550 shares given by the reporting person as a gift in June 2009. As a result, the number of shares reported as beneficially owned by the reporting person was inaccurate in the August 13, 2009 Form 4, and in each of the Form 4s filed since that date. The numbers reported in this Form 4 correctly report the number of shares beneficially owned by the reporting person after each of the transactions reported herein.

(4) All shares under the applicable option grants are currently exercisable.

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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