

TripAdvisor, Inc.  
Form 4  
September 11, 2013

**FORM 4**

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

OMB APPROVAL

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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 \*  
Kalvert Seth J

(Last) (First) (Middle)  
C/O TRIPADVISOR, INC., 141  
NEEDHAM STREET  
(Street)

NEWTON, MA 02464

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
TripAdvisor, Inc. [TRIP]

3. Date of Earliest Transaction  
(Month/Day/Year)  
09/09/2013

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
SVP, GC, Sec.

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 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	(D)	Price
Common stock	09/09/2013		M		22,669	A	\$ 7.8
							26,455
Common stock	09/09/2013		S <sup>(3)</sup>		22,669	D	\$ 74.6246
							3,786
Common stock	09/09/2013		M		10,439	A	\$ 23.76
							14,225
Common stock	09/09/2013		S <sup>(3)</sup>		10,439	D	\$ 74.6246
							3,786
	09/09/2013		M		7,078	A	\$ 20.87
							10,864

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Common stock							
Common stock	09/09/2013	S <sup>(3)</sup>	7,078	D	\$ 74.6246 <u>(2)</u>	3,786	D
Common stock	09/09/2013	A	5,898	A	\$ 28.86	9,684	D
Common stock	09/09/2013	S <sup>(3)</sup>	5,898	D	\$ 74.6246 <u>(2)</u>	3,786	D
Common stock	09/09/2013	M	2,359	A	\$ 29.48	6,145	D
Common stock	09/09/2013	S <sup>(3)</sup>	2,359	D	\$ 74.6246 <u>(2)</u>	3,786	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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option to purchase common stock	\$ 7.8	09/09/2013		M	22,669	03/02/2010 <sup>(1)</sup>	03/02/2016	Common Stock	22,669
Option to purchase common stock	\$ 23.76	09/09/2013		M	10,439	02/23/2011 <sup>(1)</sup>	02/23/2017	Common Stock	10,439
Option to purchase common	\$ 20.87	09/09/2013		M	7,078	03/01/2012 <sup>(1)</sup>	03/01/2018	Common Stock	7,078

stock

Option to purchase common stock

\$ 28.86

09/09/2013

M

5,898

08/25/2012<sup>(1)</sup>

08/25/2018

Common Stock

5,898

Option to purchase common stock

\$ 29.48

09/09/2013

M

2,359

11/30/2012<sup>(1)</sup>

11/30/2018

Common Stock

2,359

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Kalvert Seth J C/O TRIPADVISOR, INC. 141 NEEDHAM STREET NEWTON, MA 02464			SVP, GC, Sec.	

## Signatures

/s/ Seth J.

09/11/2013

Kalvert

\*\*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) Date at which first vesting occurred is indicated. One-fourth of the total number of shares underlying this option vested on the first vesting date and an additional one-fourth on each anniversary thereafter until the option became fully vested.

The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$74.40 to \$74.81, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the

(2) Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range.

The reporting person's option exercise and sale reported in this Form 4 include shares sold in connection with the cashless exercise of

(3) options effected pursuant to Rule 10b5-1 trading plan previously adopted by the Reporting Person in accordance with Rule 10b5-1 of the Securities Exchange Act of 1934.

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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