

FISERV INC  
Form 4  
February 21, 2014

**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 \*  
GUPTA RAHUL

(Last) (First) (Middle)  
255 FISERV DRIVE  
(Street)

BROOKFIELD, WI 53045

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
02/19/2014

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)  
EVP, Group President

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 Ownership (Instr. 4)
Common Stock	02/19/2014		A	(A) or (D) A	6,144 (1) \$ 0	97,159 (2) (3) D	

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

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**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 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)				
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (right to buy)	\$ 56.97	02/19/2014		A		18,646		02/19/2015 <sup>(4)</sup>	02/19/2024	Common Stock	18,646
Stock Option (right to buy)	\$ 40.35 <sup>(3)</sup>							02/20/2014 <sup>(4)</sup>	02/20/2023	Common Stock	27,860 <sup>(3)</sup>
Stock Option (right to buy)	\$ 32.64 <sup>(3)</sup>							02/22/2013 <sup>(4)</sup>	02/22/2022	Common Stock	25,520 <sup>(3)</sup>
Stock Option (right to buy)	\$ 30.86 <sup>(3)</sup>							02/23/2012 <sup>(4)</sup>	02/23/2021	Common Stock	15,360 <sup>(3)</sup>
Stock Option (right to buy)	\$ 23.85 <sup>(3)</sup>							02/24/2011	02/24/2020	Common Stock	14,440 <sup>(3)</sup>
Stock Option (right to buy)	\$ 16.37 <sup>(3)</sup>							02/26/2010	02/26/2019	Common Stock	33,840 <sup>(3)</sup>
Stock Option (right to buy)	\$ 27.11 <sup>(3)</sup>							02/23/2011	02/27/2018	Common Stock	32,280 <sup>(3)</sup>
Stock Option (right to buy)	\$ 27.11 <sup>(3)</sup>							02/27/2009	02/27/2018	Common Stock	27,670 <sup>(3)</sup>
Stock Option (right to buy)	\$ 26.53 <sup>(3)</sup>							03/30/2008	03/30/2017	Common Stock	34,850 <sup>(3)</sup>

