

MERCADOLIBRE INC  
Form 4  
August 18, 2010

**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 \*  
LEVY ANTON J

(Last) (First) (Middle)

C/O GENERAL ATLANTIC SERVICE COMPANY,LLC, 3 PICKWICK PLAZA

(Street)

GREENWICH, CT 06830

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
08/16/2010

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)

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)
Common Stock	08/16/2010		S	48,433 D	\$ 67.56 1,267,846	I	See footnotes (1) (7)
Common Stock	08/16/2010		S	13,688 D	\$ 67.51 1,267,846	I	See footnotes (1) (7)
Common Stock	08/16/2010		S	628 D	\$ 67.56 1,267,846	I	See footnotes (2) (7)
Common	08/16/2010		S	177 D	\$ 1,267,846	I	See

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Stock					67.51			footnotes <u>(2)</u> <u>(7)</u>
Common Stock	08/16/2010	S	115	D	\$ 67.56	1,267,846	I	See footnotes <u>(3)</u> <u>(7)</u>
Common Stock	08/16/2010	S	33	D	\$ 67.51	1,267,846	I	See footnotes <u>(3)</u> <u>(7)</u>
Common Stock	08/16/2010	S	52	D	\$ 67.56	1,267,846	I	See footnotes <u>(4)</u> <u>(7)</u>
Common Stock	08/16/2010	S	15	D	\$ 67.51	1,267,846	I	See footnotes <u>(4)</u> <u>(7)</u>
Common Stock	08/16/2010	S	2,705	D	\$ 67.56	1,267,846	I	See footnotes <u>(5)</u> <u>(7)</u>
Common Stock	08/16/2010	S	764	D	\$ 67.51	1,267,846	I	See footnotes <u>(5)</u> <u>(7)</u>
Common Stock	08/16/2010	S	567	D	\$ 67.56	1,267,846	I	See footnotes <u>(6)</u> <u>(7)</u>
Common Stock	08/16/2010	S	161	D	\$ 67.51	1,267,846	I	See footnotes <u>(6)</u> <u>(7)</u>
Common Stock	08/17/2010	S	276,753	D	\$ 69.3	1,267,846	I	See footnotes <u>(1)</u> <u>(7)</u>
Common Stock	08/17/2010	S	230,629	D	\$ 69.52	1,267,846	I	See footnotes <u>(1)</u> <u>(7)</u>
Common Stock	08/17/2010	S	3,586	D	\$ 69.3	1,267,846	I	See footnotes <u>(2)</u> <u>(7)</u>
Common Stock	08/17/2010	S	2,988	D	\$ 69.52	1,267,846	I	See footnotes <u>(2)</u> <u>(7)</u>
Common Stock	08/17/2010	S	660	D	\$ 69.3	1,267,846	I	See footnotes <u>(3)</u> <u>(7)</u>
Common Stock	08/17/2010	S	550	D	\$ 69.52	1,267,846	I	See footnotes <u>(3)</u> <u>(7)</u>

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Common Stock	08/17/2010		S	299	D	\$ 69.3	1,267,846	I	See footnotes (4) (7)
Common Stock	08/17/2010		S	249	D	\$ 69.52	1,267,846	I	See footnotes (4) (7)
Common Stock	08/17/2010		S	12,568	D	\$ 69.3	1,267,846	I	See footnotes (5) (7)
Common Stock	08/17/2010		S	10,473	D	\$ 69.52	1,267,846	I	See footnotes (5) (7)
Common Stock	08/17/2010		S	3,246	D	\$ 69.3	1,267,846	I	See footnotes (6) (7)
Common Stock	08/17/2010		S	2,704	D	\$ 69.52	1,267,846	I	See footnotes (6) (7)
Common Stock	08/17/2010		J	5,295	D	\$ 0 <sup>(8)</sup>	1,267,846	I	See footnotes (5) (7)

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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Transaction (Instr. 6)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LEVY ANTON J C/O GENERAL ATLANTIC SERVICE COMPANY,LLC 3 PICKWICK PLAZA GREENWICH, CT 06830	X			

## Signatures

/s/ Anton J.  
Levy  
08/18/2010  
Date  
Signature of Reporting Person

## 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) By General Atlantic Partners 84, L.P. ("GAP 84"). *See* footnote 7.
- (2) By GapStar, LLC ("GapStar"). *See* footnote 7.
- (3) By GAPCO GmbH & Co. KG ("KG"). *See* footnote 7.
- (4) By GAP Coinvestments CDA, L.P. ("CDA"). *See* footnote 7.
- (5) By GAP Coinvestments III, LLC ("GAPCO III"). *See* footnote 7.
- (6) By GAP Coinvestments IV, LLC ("GAPCO IV"). *See* footnote 7.

Represents 1,169,606 shares of common stock owned by GAP 84, 15,155 shares owned by GapStar, 65,318 shares owned by GAPCO III, 13,716 shares owned by GAPCO IV, 1,263 shares owned by CDA and 2,788 shares owned by KG. General Atlantic LLC ("General Atlantic") is the general partner of General Atlantic GenPar, L.P. ("GenPar") and CDA. Genpar is the general partner of GAP 84. The managing members of GAPCO III and GAPCO IV are Managing Directors of General Atlantic. GAPCO Management GmbH ("GmbH Management") is the general partner of KG. The Managing Directors of General Atlantic make voting and investment decisions with respect to the securities held by KG and GmbH Management. Mr. Levy is a Managing Director of General Atlantic and a Managing Member of GAPCO III and GAPCO IV. Mr. Levy disclaims beneficial ownership of such shares beneficially owned by them except to the extent of his pecuniary interest therein.

- (8) Distribution of shares of Common Stock to certain members of GAPCO III.

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.