

VASKEVITCH DAVID

Form 4

July 26, 2017

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
VASKEVITCH DAVID

(Last) (First) (Middle)

**C/O LIVEPERSON, INC., 475
TENTH AVENUE 5TH FLOOR**

(Street)

NEW YORK, NY 10018

(City) (State) (Zip)

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

3. Date of Earliest Transaction
(Month/Day/Year)
07/24/2017

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 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	07/24/2017		M	20,000 A	\$ 9.2 20,000	D	
Common Stock	07/24/2017		S	20,000 D	\$ 11.35 0	D	
Common Stock	07/24/2017		M	8,600 A	\$ 10.01 8,600	D	
Common Stock	07/24/2017		S	8,600 D	\$ 11.35 0	D	
	07/24/2017		M	20,000 A	\$ 9.44 20,000	D	

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Common
Stock

Common Stock	07/24/2017	S	20,000	D	\$ 11.35 (1)	0	D
Common Stock	07/25/2017	M	14,265	A	\$ 10.01	14,265	D
Common Stock	07/25/2017	S	14,265	D	\$ 11.52 (2)	0	D
Common Stock	07/26/2017	M	7,135	A	\$ 10.01	7,135	D
Common Stock	07/26/2017	S	7,135	D	\$ 11.4 (3)	0	D
Common Stock	07/26/2017	M	30,000	A	\$ 7.2	30,000	D
Common Stock	07/26/2017	S	30,000	D	\$ 11.4 (3)	0	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 Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Stock Option (Right to Buy)	\$ 9.2	07/24/2017		M	20,000	(4) 06/05/2023	Common Stock	20,000
Stock Option (Right to	\$ 10.01	07/24/2017		M	8,600	(4) 06/03/2025	Common Stock	8,600

Buy)

Stock

Option (Right to Buy)	\$ 9.44	07/24/2017	M	20,000	<u>(4)</u>	06/04/2024	Common Stock	20,000
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Stock

Option (Right to Buy)	\$ 10.01	07/25/2017	M	14,265	<u>(4)</u>	06/03/2025	Common Stock	14,265
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Stock

Option (Right to Buy)	\$ 10.01	07/26/2017	M	7,135	<u>(4)</u>	06/03/2025	Common Stock	7,135
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Stock

Option (Right to Buy)	\$ 7.2	07/24/2017	M	30,000	<u>(4)</u>	06/01/2026	Common Stock	30,000
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Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

VASKEVITCH DAVID
C/O LIVEPERSON, INC.
475 TENTH AVENUE 5TH FLOOR
NEW YORK, NY 10018

X

Signatures

/s/ Monica Greenberg, Attorney
in Fact

07/26/2017

**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 price reported in column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$11.30 to \$11.43, inclusive. The reporting person undertakes to provide to 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) The price reported in column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$11.50 to \$11.58, inclusive. The reporting person undertakes to provide to 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 price reported in column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$11.35 to \$11.48, inclusive. The reporting person undertakes to provide to 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.

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(4) This option is fully vested and 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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