

SERENA SOFTWARE INC  
Form 4  
March 03, 2005

# 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 \*  
WOODWARD MARK

(Last) (First) (Middle)

2755 CAMPUS DRIVE, 3RD FLOOR

(Street)

SAN MATEO, CA 94403-2538

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
SERENA SOFTWARE INC [SRNA]

3. Date of Earliest Transaction (Month/Day/Year)  
03/01/2005

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)

President and CEO

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)
				Code	V Amount (A) or (D) Price			
Common Stock	03/01/2005		M		28,970 A \$ 16.08	32,501	D	
Common Stock	03/01/2005		S		28,970 (1) D \$ 22.892	3,531	D	
Common Stock	03/01/2005		M		9,374 A \$ 9.07	12,905	D	
Common Stock	03/01/2005		S		9,374 (1) D \$ 22.892	3,531	D	
Common Stock	03/01/2005		M		7,500 A \$ 14.66	11,031	D	

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Common Stock	03/01/2005	S	7,500 (1)	D	\$ 22.892	3,531	D
Common Stock	03/01/2005	S	3,530 (1)	D	\$ 22.892	1	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)

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 Security (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option (right to buy)	\$ 9.07	03/01/2005		M	9,374	(2) 08/14/2012	Common Stock	9,374	
Non-Qualified Stock Option (right to buy)	\$ 14.66	03/01/2005		M	7,500	(2) 02/19/2013	Common Stock	7,500	
Non-Qualified Stock Option (right to buy)	\$ 16.08	03/01/2005		M	28,970	(2) 03/01/2012	Common Stock	28,970	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WOODWARD MARK 2755 CAMPUS DRIVE, 3RD FLOOR SAN MATEO, CA 94403-2538	X		President and CEO	

## Signatures

MARK E.  
WOODWARD 03/03/2005

\*\*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) This sale was subject to a prearranged 10b5-1 Sales Plan.
  - (2) The option vests over a period of four years with 25% of the shares subject thereto vesting on the first anniversary of the date of grant and the remaining shares vesting ratably on a monthly basis thereafter.

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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