

Bazaarvoice Inc  
 Form 3  
 August 20, 2014

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â Pearson Lisa		(Month/Day/Year)	Bazaarvoice Inc [BV]	
(Last)	(First)	(Middle)	08/15/2014	
3900 N. CAPITAL OF TEXAS HWY,Â SUITE 300			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
AUSTIN,Â TXÂ 78746			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner	6. Individual or Joint/Group Filing(Check Applicable Line)
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other	<input checked="" type="checkbox"/> Form filed by One Reporting Person
			(give title below) (specify below)	<input type="checkbox"/> Form filed by More than One Reporting Person
			Chief Marketing Officer	

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	2,504 <sup>(1)</sup>	D	Â
Common Stock	39,000 <sup>(2)</sup>	D	Â
Common Stock	25,000 <sup>(3)</sup>	D	Â
Common Stock	40,000 <sup>(4)</sup>	D	Â
Common Stock	22,200 <sup>(5)</sup>	D	Â

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

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

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1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date <small>(Month/Day/Year)</small>		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Stock Options (Right to Buy)	Â <u>(6)</u>	04/19/2021	Common Stock	35,000	\$ 6.28	D	Â
Stock Options (Right to Buy)	Â <u>(7)</u>	08/23/2022	Common Stock	4,475	\$ 13.95	D	Â
Stock Options (Right to Buy)	Â <u>(8)</u>	02/27/2023	Common Stock	42,000	\$ 6.54	D	Â
Stock Options (Right to Buy)	Â <u>(9)</u>	06/10/2024	Common Stock	43,400	\$ 7.53	D	Â

### Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Pearson Lisa 3900 N. CAPITAL OF TEXAS HWY SUITE 300 AUSTIN, TX 78746	Â	Â	Â Chief Marketing Officer	Â

### Signatures

/s/ Bryan C. Barksdale (as Attorney-in-Fact for Lisa Pearson) 08/20/2014

\*\*Signature of Reporting Person Date

### Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(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 restricted stock units vest in four (4) equal yearly installments, with the first such installment vesting effective July 1, 2013.
- (2) The restricted stock units vest in four (4) equal yearly installments, with the first such installment vesting effective April 1, 2014.
- (3) The restricted stock units vest in four (4) equal yearly installments, with the first such installment vesting effective June 20, 2014.
- (4) The restricted stock units vest in four (4) equal yearly installments, with the first such installment vesting effective December 20, 2014.
- (5) The restricted stock units vest in four (4) equal yearly installments, with the first such installment vesting effective June 20, 2015.
- (6) 1/4th of the shares subject to the option vested and became exercisable on February 14, 2012, and 1/48th of the shares subject to the option vest and become exercisable on the corresponding day of each month thereafter.
- (7) 1/4th of the shares subject to the option vested and became exercisable on July 1, 2013, and 1/48th of the shares subject to the option vest and become exercisable on the corresponding day of each month thereafter.
- (8) 1/4th of the shares subject to the option vested and became exercisable on February 25, 2014, and 1/48th of the shares subject to the option vest and become exercisable on the corresponding day of each month thereafter.

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- (9) 1/4th of the shares subject to the option vest and become exercisable on June 10, 2015, and 1/48th of the shares subject to the option vest and become exercisable on the corresponding day of each month 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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