

Ritzcovan Elizabeth  
Form 4  
February 05, 2018

**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 \*  
Ritzcovan Elizabeth

(Last) (First) (Middle)  
10901 STONELAKE BLVD.  
  
(Street)

AUSTIN, TX 78759

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Bazaarvoice Inc [BV]

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/01/2018

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)  
Chief Revenue Officer

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)
				(A) or (D)	Price		
Common Stock	02/01/2018		A	60,003 (1)	\$ 0	265,982	D
Common Stock	02/01/2018		D	50,145 (2)	\$ 5.5	215,837	D
Common Stock	02/01/2018		D	215,837 (3)	\$ 5.5	0	D

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

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number.

**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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Stock Options (Right to Buy)	\$ 4.36	02/01/2018		D	143,229	<u>(4)</u> 12/08/2025	Common Stock 143,229
Stock Options (Right to Buy)	\$ 4.36	02/01/2018		D	131,771	<u>(5)</u> 12/08/2025	Common Stock 131,771
Stock Options (Right to Buy)	\$ 3.94	02/01/2018		D	20,834	<u>(4)</u> 06/07/2023	Common Stock 20,834
Stock Options (Right to Buy)	\$ 3.94	02/01/2018		D	29,169	<u>(5)</u> 06/07/2023	Common Stock 29,169

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Ritzcovan Elizabeth 10901 STONELAKE BLVD. AUSTIN, TX 78759			Chief Revenue Officer	

## Signatures

/s/ Kin Gill (as attorney-in-fact for Ms. Ritzcovan) 02/02/2018

\_\_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 reporting person was previously granted restricted stock units that would vest upon the satisfaction of certain performance criteria, which criteria were deemed satisfied at 100% of target in accordance with the Merger Agreement (as defined below), resulting in the deemed vesting of the reported shares.

(2) Disposed of pursuant to the Agreement and Plan of Merger, by and among BV Parent, LLC, BV Merger Sub, Inc. and Bazaarvoice, Inc. (the "Issuer"), dated November 26, 2017 (as amended, the "Merger Agreement"), whereby each outstanding share of the Issuer's common stock was cancelled at the effective time (the "Effective Time") of the merger (the "Merger") and converted into the right to receive a cash payment of \$5.50 per share.

(3) Disposed of pursuant to the Merger Agreement, whereby such unvested restricted stock units ("RSUs") were cancelled at the Effective Time in exchange for the right to receive future cash payments in the amount of \$5.50 per terminated RSU (the "RSU Payment"). Pursuant to the Merger Agreement, 30% of the RSU Payment was paid in cash and 70% of the RSU Payment will be paid in accordance with the RSU's original vesting schedule.

(4) Disposed of pursuant to the Merger Agreement, whereby such vested options were cancelled at the Effective Time and converted into the right to receive a total amount in cash, equal to the product of (x) excess of \$5.50 over the exercise price per share of each stock option and (y) the number of shares underlying such stock option.

(5) Disposed of pursuant to the Merger Agreement whereby such unvested options were cancelled at the Effective Time and converted into the right to receive a total amount in cash equal to the product of (x) the excess, if any, of \$5.50 over the exercise price per share of each such unvested option, and (y) the number of shares underlying such unvested options (the "Unvested Option Payment"). Pursuant to the Merger Agreement, 30% of the Unvested Option Payment was paid in cash and 70% of the Unvested Option Payment will be paid pursuant to the unvested options original vesting schedule.

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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