Edgar Filing: XO GROUP INC. - Form 4

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Form 4												
July 03, 2014 FORM Check thi if no long subject to	I 4 UNITED States States	ONTIED STATES SECONTIES AND EXCHANGE COMMISSION Washington, D.C. 20549 box 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 ue.								OMB APPROVAL OMB 3235-0287 Number: January 31, 2005 Estimated average		
Section 1 Form 4 or Form 5 obligation may cont See Instru 1(b).	r Filed pur ^{ns} Section 17(: action									rs per 0.5		
(Print or Type F	•											
1. Name and Address of Reporting Person * Savilia Kristin2. Issuer Symbol				suer Name and Ticker or Trading ol				5. Relationship of Reporting Person(s) to Issuer				
		XO GROUP INC. [XOXO]					(Check all applicable)					
(Month/				Date of Earliest Transaction 01h/Day/Year) 101/2014				Director 10% Owner X Officer (give title Other (specify below) below) EVP, Local Enterprise				
				endment, Date Original onth/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person				
NEW YORI	K, NY 10007							Form filed by M Person	lore than One Re	porting		
(City)	(State)	(Zip)	Table I -	Non-De	erivative S	Securi	ities Acq	uired, Disposed of	, or Beneficial	ly Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution I any (Month/Day	Date, if Tra Co y/Year) (In	ansaction ode nstr. 8)	4. Securit (A) or Dis (Instr. 3, 4)	sposed	d of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)			
Common Stock	07/01/2014					D	\$ 12.57	95,681	D			

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
 (e.g., puts, calls, warrants, options, convertible securities)

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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. Transactic Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Titl Amou Under Secur (Instr.	int of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owna Follo Repo Trans (Instr
				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				
Savilia Kristin C/O XO GROUP INC. 195 BROADWAY, 25TH FLOOR NEW YORK, NY 10007			EVP, Local Enterprise					
Signatures								
Connie Chiang, attorney-in-fact	07/03/201	.4						
**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).

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.