Bazaarvoice Inc Form 4 October 23, 2013

# 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

### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

**OMB APPROVAL** 

OMB 3235-0287 Number:

January 31, Expires: 2005

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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 See Instruction

(Print or Type Responses)

obligations

1(b).

may continue.

2. Issuer Name <b>and</b> Ticker or Trading Symbol Bazaarvoice Inc [BV]	5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)			
3. Date of Earliest Transaction	(Choon an approach)			
(Month/Day/Year)	X Director 10% Owner			
10/21/2013	Officer (give title Other (specify below)			
4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			
	Symbol Bazaarvoice Inc [BV] 3. Date of Earliest Transaction (Month/Day/Year) 10/21/2013 4. If Amendment, Date Original			

(City)	(State)	(Zip) 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. Transactic Code (Instr. 8)	4. Securit ord Dispos (Instr. 3, 4)	ed of (	` ′	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	10/21/2013		S <u>(1)</u>	3,692	D	\$ 10.0775 (2)	448,297	I	By RLH Article VI Trust (3)
Common Stock	10/21/2013		S(1)	3,692	D	\$ 10.0653 (4)	448,296	I	By LBH Article VI Trust (3)
Common Stock	10/21/2013		S <u>(1)</u>	4,284	D	\$ 10.071 (4)	520,067	I	By BAH 2012 Lifetime Family Trust <sup>(5)</sup>

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Common Stock 10/21/2013  $S_{\underline{(1)}}$  35,795 D  $\frac{\$ 10.053}{(6)}$  4,345,207 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	2. Conversion	3. Transaction Date (Month/Day/Year)		4. Transact	5. ionNumber	6. Date Exerc Expiration D		7. Title Amou		8. Price of Derivative	9. Nu Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Under	lying	Security	Secui
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivativ	e		Securi	ties	(Instr. 5)	Bene
	Derivative				Securities	S		(Instr.	3 and 4)		Own
	Security				Acquired						Follo
					(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
									Amount		
									or		
						Date	Expiration		Number		
						Exercisable	Date		of		
				Code V	(A) (D)				Shares		

## **Reporting Owners**

Reporting Owner Name / Address

Director 10% Owner Officer Other

Hurt Brett A.
3900 N. CAPITAL OF TX HWY
STE. 300

AUSTIN, TX 78746

# **Signatures**

/s/ Bryan C. Barksdale (as Attorney-in-Fact for Brett A. Hurt) 10/23/2013

\*\*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) Transaction pursuant to a 10b5-1 Trading Plan adopted by the Reporting Person in accordance with Rule 10b5-1 of the Securities Exchange Act of 1934, as amended.
- (2) The price reported is a weighted average purchase price. The purchase price ranged from \$9.89 to \$10.27. Reporting person provided Issuer full information regarding the number of shares purchased at each separate price. Issuer will provide, upon receipt of a request, a

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copy of this information to the SEC staff or a security holder of the Issuer.

- These securities are held in trust for the benefit of the reporting person's children. The reporting person's spouse is the trustee of the trust.

  The reporting person disclaims beneficial ownership of the reported securities except to the extent of any pecuniary interest therein, and the inclusion of these securities in this report shall not be deemed an admission that the reporting person is the beneficial owner of these securities for purposes of Section 16 or for any other purpose.
- The price reported is a weighted average purchase price. The purchase price ranged from \$9.83 to \$10.27. Reporting person provided

  (4) Issuer full information regarding the number of shares purchased at each separate price. Issuer will provide, upon receipt of a request, a copy of this information to the SEC staff or a security holder of the Issuer.
- These securities are held in trust for the benefit of the reporting person's family. The reporting person's spouse and sister are the trustees of the trust. The reporting person disclaims beneficial ownership of the reported securities except to the extent of any pecuniary interest therein, and the inclusion of these securities in this report shall not be deemed an admission that the reporting person is the beneficial owner of these securities for purposes of Section 16 or for any other purpose.
- The price reported is a weighted average purchase price. The purchase price ranged from \$9.83 to \$10.28. Reporting person provided (6) Issuer full information regarding the number of shares purchased at each separate price. Issuer will provide, upon receipt of a request, a copy of this information to the SEC staff or a security holder of the Issuer.

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.