

BERNS STEVEN
Form 4
November 24, 2010

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 *
BERNS STEVEN

(Last) (First) (Middle)

C/O LIVEPERSON, INC., 462 SEVENTH AVENUE 3RD FLOOR

(Street)

NEW YORK, NY 10018

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
LIVEPERSON INC [LPSN]

3. Date of Earliest Transaction
(Month/Day/Year)
11/22/2010

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)

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 | 11/22/2010 | | M | 5,000 A | \$ 3.49 5,000 | D | |
| Common Stock | 11/22/2010 | | M | 10,000 A | \$ 5.41 15,000 | D | |
| Common Stock | 11/22/2010 | | M | 10,000 A | \$ 6.54 25,000 | D | |
| Common Stock | 11/22/2010 | | M | 5,000 A | \$ 5.24 30,000 | D | |
| Common Stock | 11/22/2010 | | M | 13,587 A | \$ 3.2 43,587 | D | |

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| | | | | | | | |
|--------------|------------|------------------|--------|---|------------|--------|---|
| Common Stock | 11/22/2010 | S ⁽¹⁾ | 43,587 | D | \$ 9,5112 | 0 | D |
| | | | | | <u>(2)</u> | | |
| Common Stock | 11/23/2010 | M | 1,413 | A | \$ 3.2 | 1,413 | D |
| Common Stock | 11/23/2010 | M | 15,000 | A | \$ 3.35 | 16,413 | D |
| Common Stock | 11/23/2010 | S ⁽¹⁾ | 16,413 | D | \$ 9.2655 | 0 | D |
| | | | | | <u>(3)</u> | | |

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.

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 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 Option (Right to Buy) | \$ 3.49 ⁽⁴⁾ | 11/22/2010 | | M | 5,000 | <u>(5)</u> | 05/27/2014 | Common Stock | 5,000 |
| Stock Option (Right to Buy) | \$ 5.41 | 11/22/2010 | | M | 10,000 | <u>(5)</u> | 05/23/2016 | Common Stock | 10,000 |
| Stock Option (Right to Buy) | \$ 6.54 | 11/22/2010 | | M | 10,000 | <u>(5)</u> | 06/12/2017 | Common Stock | 10,000 |
| Stock Option (Right to Buy) | \$ 5.24 | 11/22/2010 | | M | 5,000 | <u>(5)</u> | 07/31/2017 | Common Stock | 5,000 |

| | | | | | | | | |
|-----------------------------|---------|------------|---|--------|------------|---------------------------|--------------|--------|
| Stock Option (Right to Buy) | \$ 3.2 | 11/22/2010 | M | 13,587 | <u>(5)</u> | 06/10/2018 | Common Stock | 13,587 |
| Stock Option (Right to Buy) | \$ 3.2 | 11/23/2010 | M | 1,413 | <u>(5)</u> | 06/10/2018 | Common Stock | 1,413 |
| Stock Option (Right to Buy) | \$ 3.35 | 11/23/2010 | M | 15,000 | <u>(5)</u> | 06/09/2019 ⁽⁶⁾ | Common Stock | 15,000 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| BERNS STEVEN C/O LIVEPERSON, INC. 462 SEVENTH AVENUE 3RD FLOOR NEW YORK, NY 10018 | | X | | |

Signatures

/s/ Monica L. Greenberg,
Attorney-in-Fact

11/24/2010

 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) Sales effected under sales plan pursuant to Rule 10b5-1(c)(1) of the Securities Exchange Act of 1934, as amended.
- The range of prices for the shares of Common Stock sold on this day is from \$9.50 to \$9.60. Mr. Berns undertakes that he will provide,
- (2) upon request by the staff of the U.S. Securities and Exchange Commission, full information regarding the number of securities sold at each separate price.
- The range of prices for the shares of Common Stock sold on this day is from \$9.21 to \$9.30. Mr. Berns undertakes that he will provide,
- (3) upon request by the staff of the U.S. Securities and Exchange Commission, full information regarding the number of securities sold at each separate price.
- (4) The exercise price reported in this filing corrects a Form 4 filed on June 1, 2004 that erroneously stated that the exercise price of this derivative security was \$3.25.
- (5) The option is immediately exercisable.
- (6) The expiration date reported in this filing corrects a Form 4 filed on June 11, 2009 that erroneously stated that the expiration date of this derivative security was June 8, 2019.

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.