

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
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

OMB
Number: 3235-0287
Expires: January 31,
2005
Estimated average
burden hours per
response... 0.5

1. Name and Address of Reporting Person *
Landa Matthew

2. Issuer Name **and** Ticker or Trading Symbol
ACTIVE NETWORK INC [ACTV]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

10182 TELESIS COURT, SUITE
100

3. Date of Earliest Transaction
(Month/Day/Year)
02/01/2012

 X Director 10% Owner
 X Officer (give title Other (specify
below) below)

President

(Street)

4. If Amendment, Date Original
Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check
Applicable Line)

SAN DIEGO, CA 92121

☒ Form filed by One Reporting Person
☐ Form filed by More than One Reporting Person

(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. 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 Indirect Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock								250,000	D	
Common Stock	02/01/2012		M		1,666	A	\$ 1.96	1,666	I	The Landmark Family Trust utd May 18, 2007 ⁽²⁾
Common Stock	02/01/2012		<u>S</u> ⁽¹⁾		1,666	D	\$ 15 0		I	The Landmark Family Trust utd May 18, 2007 ⁽²⁾

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Common Stock	02/01/2012	M	2,555	A	\$ 1.96	2,555	I	The Landa Family Trust utd May 18, 2007 ⁽²⁾
Common Stock	02/01/2012	S ⁽¹⁾	2,555	D	\$ 15	0	I	The Landa Family Trust utd May 18, 2007 ⁽²⁾
Common Stock	02/01/2012	M	7,114	A	\$ 1.96	7,114	I	The Landa Family Trust utd May 18, 2007 ⁽²⁾
Common Stock	02/01/2012	S ⁽¹⁾	7,114	D	\$ 15	0	I	The Landa Family Trust utd May 18, 2007 ⁽²⁾

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.

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(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)	\$ 1.96	02/01/2012		M		1,666		04/01/2009 ⁽³⁾	04/01/2019	Common Stock	1,666

Stock Option (Right to buy)	\$ 1.96	02/01/2012	M	2,555	02/21/2008 ⁽³⁾	02/21/2018	Common Stock	2,555
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Stock Option (Right to buy)	\$ 1.96	02/01/2012	M	7,114	01/20/2009 ⁽⁴⁾	01/20/2019	Common Stock	7,114
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Landa Matthew 10182 TELESIS COURT SUITE 100 SAN DIEGO, CA 92121	X		President	

Signatures

/s/ Kourosh Vossoughi, Attorney-in-fact	02/03/2012
<u> </u> 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 sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on September 15, 2011.
- (2) Mr. Landa is the trustee of The Landa Family Trust utd May 18, 2007 and has voting and dispositive power with respect to these shares. Mr. Landa disclaims beneficial ownership except to the extent of his pecuniary interest therein.
- (3) The options are immediately exercisable and vest in 48 equal monthly installments measured from the grant date.
- (4) The options are fully vested and exercisable as of the day of this report.

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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