

LIVEWORLD INC  
Form 3  
July 16, 2007

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
WPP Luxembourg Holdings SARL		(Month/Day/Year)	LIVEWORLD INC [LVWD.PK]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	
RUE HEINE			(Check all applicable)	
(Street)			<input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input type="checkbox"/> Officer <input type="checkbox"/> Other (give title below)    (specify below)	
LUXEMBOURG, N4 L-1720			5. If Amendment, Date Original Filed(Month/Day/Year)	
(City)	(State)	(Zip)	6. Individual or Joint/Group Filing(Check Applicable Line)	
			<input type="checkbox"/> Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person	

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, \$0.001 per share	4,625,666	I	See Footnote <sup>(1)</sup>

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

SEC 1473 (7-02)

**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 Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)  Title	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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Date Exercisable	Expiration Date	Amount or Number of Shares	or Indirect (I) (Instr. 5)
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WPP Luxembourg Holdings SARL RUE HEINE LUXEMBOURG, N4 L-1720	^	^ X	^	^
WPP 1178 LTD 27 FARM STREET LONDON, X0 W1X 6RD	^	^ X	^	^
WPP Beans LTD 27 FARM STREET LONDON, X0 W1X 6RD	^	^ X	^	^
WPP Pearls LTD 27 FARM STREET LONDON, X0 W1X 6RD	^	^ X	^	^
WPP North Atlantic LTD 27 FARM STREET LONDON, X0 W1X 6RD	^	^ X	^	^
WPP Dutch Holdings LTD 27 FARM STREET LONDON, X0 W1X 6RD	^	^ X	^	^
Eaton Square Ltd 27 FARM STREET LONDON, X0 W1X 6RD	^	^ X	^	^
Readysquare LTD 27 FARM STREET LONDON, X0 W1X 6RD	^	^ X	^	^
Thistleclub LTD 27 FARM STREET LONDON, X0 W1X 6RD	^	^ X	^	^
Line Exchange LTD 27 FARM STREET LONDON, X0 W1X 6RD	^	^ X	^	^

## Signatures

/s/ Lennart Stenke - Manager

07/16/2007

\*\*Signature of Reporting Person

Date

/s/ Andrea Harris - WPP Group Nominees Limited  
Secretary

07/16/2007

### Edgar Filing: LIVEWORLD INC - Form 3

**Signature of Reporting Person	Date
/s/ Andrea Harris - WPP Group Nominees Limited Secretary	07/16/2007
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/s/ Andrea Harris - WPP Group Nominees Limited Secretary	07/16/2007

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 5(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) As of the date of this filing, J. Walter Thompson U.S.A., Inc. beneficially owns an aggregate of 4,625,666 shares of common stock of the Issuer (the "Shares"), including 2,625,666 shares of common stock and 2,000,000 shares of common stock issuable upon the exercise of warrants. Each of the other reporting persons on this Form 3 is a direct or indirect parent of J. Walter Thompson U.S.A., Inc. and may therefore be deemed to beneficially own the Shares.

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.