

LEVY ANTON J  
Form 4  
November 16, 2011

**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  
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 APPROVAL

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
LEVY ANTON J

(Last) (First) (Middle)

C/O GENERAL ATLANTIC  
SERVICE COMPANY, LLC, 3  
PICKWICK PLAZA

(Street)

GREENWICH, CT 06830

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
MERCADOLIBRE INC [MELI]

3. Date of Earliest Transaction  
(Month/Day/Year)  
11/14/2011

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 Indirect Beneficial Ownership (Instr. 4)	
			Code	V	Amount	(A) or (D)	Price			
Common Stock	11/14/2011		S		121,777	D	\$ 86.617	0	I	See footnotes <u>(1)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/14/2011		S		1,578	D	\$ 86.617	0	I	See footnotes <u>(2)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/14/2011		S		290	D	\$ 86.617	0	I	See footnotes <u>(3)</u> <u>(7)</u> <u>(8)</u>
Common	11/14/2011		S		132	D	\$	0	I	See

Edgar Filing: LEVY ANTON J - Form 4

Stock					86.617			footnotes (4) (7) (8)
Common Stock	11/14/2011	S	5,301	D	\$ 86.617	0	I	See footnotes (5) (7) (8)
Common Stock	11/14/2011	S	1,019	D	\$ 86.617	0	I	See footnotes (6) (7) (8)
Common Stock	11/14/2011	S	23,064	D	\$ 86.591	0	I	See footnotes (1) (7) (8)
Common Stock	11/14/2011	S	299	D	\$ 86.591	0	I	See footnotes (2) (7) (8)
Common Stock	11/14/2011	S	55	D	\$ 86.591	0	I	See footnotes (3) (7) (8)
Common Stock	11/14/2011	S	25	D	\$ 86.591	0	I	See footnotes (4) (7) (8)
Common Stock	11/14/2011	S	1,004	D	\$ 86.591	0	I	See footnotes (5) (7) (8)
Common Stock	11/14/2011	S	192	D	\$ 86.591	0	I	See footnotes (6) (7) (8)
Common Stock	11/15/2011	S	46,127	D	\$ 85.16	0	I	See footnotes (1) (7) (8)
Common Stock	11/15/2011	S	597	D	\$ 85.16	0	I	See footnotes (2) (7) (8)
Common Stock	11/15/2011	S	110	D	\$ 85.16	0	I	See footnotes (3) (7) (8)
Common Stock	11/15/2011	S	49	D	\$ 85.16	0	I	See footnotes (4) (7) (8)
Common Stock	11/15/2011	S	2,008	D	\$ 85.16	0	I	See footnotes (5) (7) (8)
Common Stock	11/15/2011	S	385	D	\$ 85.16	0	I	See footnotes (6) (7) (8)

Edgar Filing: LEVY ANTON J - Form 4

Common Stock	11/15/2011	S	23,064	D	\$ 85.523	0	I	See footnotes (1) (7) (8)
Common Stock	11/15/2011	S	299	D	\$ 85.523	0	I	See footnotes (2) (7) (8)
Common Stock	11/15/2011	S	55	D	\$ 85.523	0	I	See footnotes (3) (7) (8)
Common Stock	11/15/2011	S	25	D	\$ 85.523	0	I	See footnotes (4) (7) (8)
Common Stock	11/15/2011	S	1,004	D	\$ 85.523	0	I	See footnotes (5) (7) (8)
Common Stock	11/15/2011	S	193	D	\$ 85.523	0	I	See footnotes (6) (7) (8)
Common Stock	11/16/2011	S	23,061	D	\$ 85.012	0	I	See footnotes (1) (7) (8)
Common Stock	11/16/2011	S	299	D	\$ 85.012	0	I	See footnotes (2) (7) (8)
Common Stock	11/16/2011	S	55	D	\$ 85.012	0	I	See footnotes (3) (7) (8)
Common Stock	11/16/2011	S	25	D	\$ 85.012	0	I	See footnotes (4) (7) (8)
Common Stock	11/16/2011	S	1,004	D	\$ 85.012	0	I	See footnotes (5) (7) (8)
Common Stock	11/16/2011	S	193	D	\$ 85.012	0	I	See footnotes (6) (7) (8)

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)

## Edgar Filing: LEVY ANTON J - Form 4

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)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repor 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
LEVY ANTON J C/O GENERAL ATLANTIC SERVICE COMPANY,LLC 3 PICKWICK PLAZA GREENWICH, CT 06830	X

## Signatures

/s/ Anton J.  
Levy 11/16/2011

\*\*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) By General Atlantic Partners 84, L.P. ("GAP 84"). *See* footnote 7.

(2) By GapStar, LLC ("GapStar"). *See* footnote 7.

(3) By GAPCO GmbH & Co. KG ("KG"). *See* footnote 7.

(4) By GAP Coinvestments CDA, L.P. ("CDA"). *See* footnote 7.

(5) By GAP Coinvestments III, LLC ("GAPCO III"). *See* footnote 7.

(6) By GAP Coinvestments IV, LLC ("GAPCO IV"). *See* footnote 7.

(7) Amount of securities beneficially owned following November 16, 2011 represents 0 shares of common stock owned by GAP 84, 0 shares owned by GapStar, 0 shares owned by GAPCO III, 0 shares owned by GAPCO IV, 0 shares owned by CDA and 0 shares owned by KG.

(8) General Atlantic LLC ("General Atlantic") is the general partner of General Atlantic GenPar, L.P. ("GenPar") and CDA. GenPar is the general partner of GAP 84. The officers of GapStar and the managing members of GAPCO III and GAPCO IV are managing directors of General Atlantic. GAPCO Management GmbH ("GmbH Management") is the general partner of KG. The managing directors of General Atlantic make voting and investment decisions with respect to the securities held by KG and GmbH Management. Mr. Levy is a managing director of General Atlantic and a managing member of GAPCO III and GAPCO IV. Mr. Levy disclaims beneficial ownership of such shares beneficially owned by them except to the extent of his pecuniary interest therein.

**Remarks:**

This is part one of a two part filing.

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.