

JACOBSON MICHAEL R  
 Form 4  
 August 31, 2012

**FORM 4**

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

OMB APPROVAL

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**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 \*  
**JACOBSON MICHAEL R**

(Last) (First) (Middle)

**C/O EBAY INC., 2145 HAMILTON AVE**

(Street)

**SAN JOSE, CA 95125**

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
**08/30/2012**

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)  
**SVP, Legal Affairs, GC & Sec**

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                    | 08/30/2012                           |  | M                              | 60,000 A \$ 19.3875   | 505,627   | D  |   |
| Common Stock                    | 08/30/2012                           |  | S                              | 60,000 (1) D \$ 46.737 (2)  | 445,627   | 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)

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**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 Security (Instr. 3 and 4) |              |        |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------|--------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title        | Amount |
| Non-Qualified Stock Option (right to buy)  | \$ 19.3875   | 08/30/2012                           |  | M                              | 60,000  | <u>(3)</u>   | 03/03/2013  | Common Stock | 60,    |
| Non-Qualified Stock Option (right to buy)  | \$ 10.5  |                                      |  |                                |   | <u>(4)</u>   | 03/02/2016  | Common Stock | 91,    |
| Non-Qualified Stock Option (right to buy)  | \$ 23.88   |                                      |  |                                |   | <u>(5)</u>   | 03/01/2017  | Common Stock | 100,   |
| Non-Qualified Stock Option (right to buy)  | \$ 25.85   |                                      |  |                                |   | <u>(6)</u>   | 03/03/2015  | Common Stock | 91,    |
| Non-Qualified Stock Option (right to buy)  | \$ 32.29   |                                      |  |                                |   | <u>(7)</u>   | 03/01/2018  | Common Stock | 85,    |
| Non-Qualified Stock Option (right to buy)  | \$ 36.59   |                                      |  |                                |   | <u>(8)</u>   | 04/02/2019  | Common Stock | 28,    |
| Restricted Stock Units -2                  | <u>(9)</u>   |                                      |  |                                |   | <u>(10)</u>  | <u>(11)</u>   | Common Stock | 16,    |
| Restricted Stock Units -5                  | <u>(9)</u>   |                                      |  |                                |   | <u>(12)</u>  | <u>(11)</u>   | Common Stock | 7,6    |
| Restricted Stock Units -6                  | <u>(9)</u>   |                                      |  |                                |   | <u>(13)</u>  | <u>(11)</u>   | Common Stock | 12,    |
| Restricted Stock Units -7                  | <u>(9)</u>   |                                      |  |                                |   | <u>(14)</u>  | <u>(11)</u>   | Common Stock | 16,    |
| Restricted Stock Units -8                  | <u>(9)</u>   |                                      |  |                                |   | <u>(15)</u>  | <u>(11)</u>   | Common Stock | 56,    |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

