

Greenberg Monica L.  
Form 4  
November 08, 2018

**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 \*  
Greenberg Monica L.

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
C/O LIVEPERSON, INC., 475  
TENTH AVENUE, 5TH FLOOR

3. Date of Earliest Transaction  
(Month/Day/Year)  
11/06/2018

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

EVP, General Counsel

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

NEW YORK, NY 10018

(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 Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount (A) or Price (D)   |  |   |
| Common Stock                    | 11/06/2018                           |  | S                              |   | 8,245 (1)<br>\$ 22.07 (2)   | D  |   |
| Common Stock                    | 11/06/2018                           |  | M                              |   | 8,017 (1)<br>\$ 1.79  | D  |   |
| Common Stock                    | 11/06/2018                           |  | S                              |   | 8,017 (1)<br>\$ 22.07 (2)   | D  |   |
| Common Stock                    | 11/07/2018                           |  | M                              |   | 4,733 (1)<br>\$ 1.79  | D  |   |
|                                 | 11/07/2018                           |  | S                              |   | \$ 22   | D  |   |

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|              |            |  |   |                      |   |         |          |
|--------------|------------|--|---|----------------------|---|---------|----------|
| Common Stock |            |  |   | 4,733<br><u>(1)</u>  |   |         |          |
| Common Stock | 11/07/2018 |  | M | 4,250<br><u>(1)</u>  | A | \$ 1.79 | 35,854 D |
| Common Stock | 11/07/2018 |  | S | 4,250<br><u>(1)</u>  | D | \$ 22   | 31,604 D |
| Common Stock | 11/07/2018 |  | S | 11,478<br><u>(1)</u> | D | \$ 22   | 20,126 D |

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

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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) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Stock Option (Right to Buy)                | \$ 1.79  | 11/06/2018                           |  | M                              | 17,000  | <u>(3)</u> 03/06/2019                                    | Common Stock  | 17,000                        |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                      |       |
|---|---------------|-----------|----------------------|-------|
|   | Director      | 10% Owner | Officer              | Other |
| Greenberg Monica L.<br>C/O LIVEPERSON, INC.,<br>475 TENTH AVENUE, 5TH FLOOR<br>NEW YORK, NY 10018 |               |           | EVP, General Counsel |       |

## Signatures

/s/ Monica L. Greenberg 11/08/2018

\_\_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 August 22, 2018.

The price reported in column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$22.00 to \$22.26, inclusive. The reporting person undertakes to provide to LivePerson, Inc., any security holder of LivePerson, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

- (2)
- (3) The option is fully vested and currently exercisable.

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