

GREENFIELD ONLINE INC  
Form 3  
October 14, 2008

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

OMB APPROVAL

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**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<br>*<br>^ MICROSOFT CORP<br>(Last) (First) (Middle) |  | 2. Date of Event Requiring Statement<br>(Month/Day/Year)<br>10/09/2008  | 3. Issuer Name and Ticker or Trading Symbol<br>GREENFIELD ONLINE INC [SRVY] |   |
| ONE MICROSOFT WAY<br>(Street)   |  | 4. Relationship of Reporting Person(s) to Issuer<br><br>(Check all applicable)<br><br>____ Director <input checked="" type="checkbox"/> 10% Owner<br>____ Officer    ____ Other<br>(give title below) (specify below) |   | 5. If Amendment, Date Original Filed(Month/Day/Year)  |
| REDMOND, WA 98052-6399<br>(City) (State) (Zip)  |  |   |   | 6. Individual or Joint/Group Filing(Check Applicable Line)<br>____ Form filed by One Reporting Person<br><input checked="" type="checkbox"/> Form filed by More than One Reporting Person |

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

| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|------------------------------------|--|---|--|
| Common Stock                       | 23,262,428 <sup>(1)</sup>                                | I   | see footnote <sup>(2)</sup>                              |
| Common Stock                       | 1,500  | I   | see footnote <sup>(3)</sup>                              |

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

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security<br>(Instr. 4) | 4. Conversion or Exercise Price of Derivative | 5. Ownership Form of Derivative Security: | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---|---|--|---|---|--|
|---|---|--|---|---|--|

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|                     |                    |       |                                  |          |  |
|---------------------|--------------------|-------|----------------------------------|----------|--|
| Date<br>Exercisable | Expiration<br>Date | Title | Amount or<br>Number of<br>Shares | Security | Direct (D)<br>or Indirect<br>(I)<br>(Instr. 5) |
|---------------------|--------------------|-------|----------------------------------|----------|--|

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| MICROSOFT CORP<br>ONE MICROSOFT WAY<br>REDMOND, WA 98052-6399         | ^             | ^ X       | ^       | ^     |
| Crisp Acquisition Corp<br>ONE MICROSOFT WAY<br>REDMOND, WA 98052-6399 | ^             | ^ X       | ^       | ^     |

## Signatures

Keith R. Dolliver, Assistant Secretary, Microsoft Corporation 10/14/2008

\_\_Signature of Reporting Person Date

Keith R. Dolliver, President, Crisp Acquisition Corporation 10/14/2008

\_\_Signature of Reporting Person Date

## 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) Represents shares purchased in a tender offer.
- (2) The shares are held by Crisp Acquisition Corporation, a wholly-owned subsidiary of Microsoft Corporation. Microsoft Corporation is an indirect beneficial owner of the reported shares of common stock.
- (3) The shares are held by Microsoft Global Finance, a subsidiary of Microsoft Corporation. Microsoft Corporation is an indirect beneficial owner of the reported shares of common stock.

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.