

Alberga David  
Form 4  
January 19, 2012

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Alberga David

2. Issuer Name and Ticker or Trading Symbol  
ACTIVE NETWORK INC [ACTV]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
10182 TELESIS COURT, SUITE100  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
01/17/2012

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

Chief Executive Officer

SAN DIEGO, CA 92121

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

(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 or Price		
Common Stock	01/17/2012		M		44,600 A \$ 1.96	45,000	D
Common Stock	01/17/2012		S <sup>(1)</sup>		44,600 D \$ 15.0328	400	D
Common Stock	01/17/2012		M		43,142 A \$ 1.96	43,542	D
Common Stock	01/17/2012		S <sup>(1)</sup>		43,142 D \$ 15.0328	400	D
	01/18/2012		M		29,200 A \$ 1.96	29,600	D

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Common  
Stock

Common Stock 01/18/2012 S<sup>(1)</sup> 29,200 D \$ 15.0093 400 D  
(3)

Common  
Stock

184,199 I

Alberga/Cernosia  
Revocable  
Declaration of  
Trust dated Oct.  
26th, 2004 <sup>(4)</sup>

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.**

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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)	\$ 1.96	01/17/2012		M	44,600	<sup>(5)</sup> 01/20/2019	Common Stock	44,600
Stock Option (Right to buy)	\$ 1.96	01/17/2012		M	43,142	<sup>(5)</sup> 11/20/2018	Common Stock	43,142
Stock Option (Right to buy)	\$ 1.96	01/18/2012		M	29,200	<sup>(5)</sup> 11/20/2018	Common Stock	29,200

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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Director    10% Owner    Officer    Other

Alberga David  
10182 TELESIS COURT  
SUITE100  
SAN DIEGO, CA 92121

X

Chief Executive Officer

**Signatures**

/s/ Kourosh Vossoughi,  
Attorney-in-fact

01/19/2012

\_\_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 September 15, 2011.
- (2) The sale prices for this transaction range from \$15 to \$15.24; the filer hereby agrees to provide, upon request, full information regarding the number of shares sold at each separate price.
- (3) The sale prices for this transaction range from \$15 to \$15.09; the filer hereby agrees to provide, upon request, full information regarding the number of shares sold at each separate price.
- (4) The reporting person disclaims beneficial ownership except to the extent of his pecuniary interest therein.
- (5) The options are fully vested and exercisable as of the day of this report.

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.