

TripAdvisor, Inc.  
Form 4  
August 10, 2016

# FORM 4

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

OMB APPROVAL

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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 \*  
Seidenberg Barrie

(Last) (First) (Middle)

C/O TRIPADVISOR, INC., 400 1ST AVENUE

(Street)

NEEDHAM, MA 02494

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
TripAdvisor, Inc. [TRIP]

3. Date of Earliest Transaction (Month/Day/Year)  
08/08/2016

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)

CEO, Viator, Inc.

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 Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|  |                                      |  |                                | (A) or (D)  | Price   |  |                                   |
| Common Stock, Par Value \$\$.001 Per Share | 08/08/2016                           |  | M                              | 1,323   | A \$ 60.81  | 2,564  | D                                 |
| Common Stock, Par Value \$\$.001 Per Share | 08/08/2016                           |  | F                              | 498   | D \$ 61.13  | 2,066  | D                                 |
| Common Stock, Par Value \$\$.001 Per Share | 08/08/2016                           |  | F                              | 995   | D \$ 61.13  | 1,071  | D                                 |

Value  
\$.001 Per  
Share

Common  
Stock, Par

|                     |            |   |       |   |       |       |   |
|---------------------|------------|---|-------|---|-------|-------|---|
| Value               | 08/08/2016 | M | 2,647 | A | \$    | 3,718 | D |
| \$.001 Per<br>Share |            |   |       |   | 61.13 |       |   |

Common  
Stock, Par

|                     |            |   |       |   |                     |   |   |
|---------------------|------------|---|-------|---|---------------------|---|---|
| Value               | 08/09/2016 | D | 3,718 | D | \$                  | 0 | D |
| \$.001 Per<br>Share |            |   |       |   | 61.13<br><u>(1)</u> |   |   |

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 |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Restricted Stock Units                     | \$ 0   | 08/08/2016                           |  | M                              | 1,323   | 08/08/2015 <u>(2)</u>                                    | Common Stock  | 2,564                         |
| Restricted Stock Units                     | \$ 0   | 08/08/2016                           |  | M                              | 2,647   | 08/08/2015 <u>(3)</u>                                    | Common Stock  | 2,647                         |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director    10% Owner    Officer    Other

Seidenberg Barrie  
C/O TRIPADVISOR, INC.  
400 1ST AVENUE  
NEEDHAM, MA 02494

CEO, Viator, Inc.

## Signatures

/s/ Linda C. Frazier, attorney  
in fact

08/10/2016

\_\_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).

The transaction was executed in multiple trades with a weighted average sales prices of \$61.13. The reporting person undertakes to

- (1) provide information regarding the number of shares and prices at which the transaction was effected upon request of the SEC staff, the issuer or a security holder of the issuer.
- (2) Of such restricted share units, or RSUs, 1,324 vested on August 8, 2015 and 1,323 vested on August 8, 2016 and 1,323 vest on each of August 8, 2017 and August 8, 2018.
- (3) Of such RSUs, 2,647 vested on August 8, 2015 and 2,647 on August 8, 2016 and 2,647 vest on August 8, 2017 and 2,646 vest on August 8, 2018.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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