

FENTON PETER H  
Form 3  
March 24, 2011

# 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 * | 2. Date of Event Requiring Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol         |
| Â FENTON PETER H                          | (Month/Day/Year)                     | SERVICESTRONG INTERNATIONAL, INC. [SREV]                   |
| (Last) (First) (Middle)                   | 03/24/2011                           |                                                            |
| 2480 SAND HILL ROAD,                      |                                      | 4. Relationship of Reporting Person(s) to Issuer           |
| SUITE 200                                 |                                      | 5. If Amendment, Date Original Filed(Month/Day/Year)       |
| (Street)                                  |                                      |                                                            |
|                                           |                                      | (Check all applicable)                                     |
|                                           |                                      | ____ Director ____X__ 10% Owner                            |
|                                           |                                      | ____ Officer ____ Other                                    |
|                                           |                                      | (give title below) (specify below)                         |
| MENLO PARK,Â CAÂ 94025                    |                                      | 6. Individual or Joint/Group Filing(Check Applicable Line) |
| (City) (State) (Zip)                      |                                      | ____ Form filed by One Reporting Person                    |
|                                           |                                      | __X__ 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                       | 11,150,740                                               | I                                                                 | See footnote <sup>(1)</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)<br><br>Title | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security:<br>Direct (D) | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|-----------------------------------------------|-------------------------------------------------------------|---------------------------------------------------------------------------------------------|--------------------------------------------------------|---------------------------------------------------------|----------------------------------------------------------|

# Edgar Filing: FENTON PETER H - Form 3

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

## Reporting Owners

| Reporting Owner Name / Address                                           | Relationships |           |         |       |
|--------------------------------------------------------------------------|---------------|-----------|---------|-------|
|                                                                          | Director      | 10% Owner | Officer | Other |
| FENTON PETER H<br>2480 SAND HILL ROAD, SUITE 200<br>MENLO PARK, CA 94025 | Â             | Â X       | Â       | Â     |
| LASKY MITCHELL<br>2480 SAND HILL ROAD, SUITE 200<br>MENLO PARK, CA 94025 | Â             | Â X       | Â       | Â     |

## Signatures

|                                                                       |            |
|-----------------------------------------------------------------------|------------|
| /s/ Steven M. Spurlock, by power of attorney for Peter H.<br>Fenton   | 03/24/2011 |
| __Signature of Reporting Person                                       | Date       |
| /s/ Steven M. Spurlock, by power of attorney for Mitchell H.<br>Lasky | 03/24/2011 |
| __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) Benchmark Capital Management Co. IV, LLC ("BCMC V"), the general partner of each of Benchmark Capital Partners V, L.P. ("BCP V"), Benchmark Founders' Fund V, L.P. ("BFF V"), Benchmark Founders' Fund V-A, L.P. ("BFF V-A") and Benchmark Founders' Fund V-B, L.P. ("BFF V-B"), may be deemed to have the sole voting and dispositive power over 11,150,740 shares of the Issuer's common stock. BCMC V and each of its managing members disclaim beneficial ownership of these shares of Issuer's common stock except to the extent of any pecuniary interest therein, and the filing of this report is not an admission that BCMC V and each of its managing members is the beneficial owner of these shares for purposes of Section 16 or for any other purpose.

Â

### Remarks:

AlexandreÂ Balkanski,Â BruceÂ W.Â Dunlevie,Â J.Â WilliamÂ Gurley,Â KevinÂ R.Â Harvey,Â RobertÂ C.Â Kagle,Â Ste

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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