

COMSCORE, INC.
Form 4
January 12, 2016

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 *
WPP plc

2. Issuer Name and Ticker or Trading Symbol
COMSCORE, INC. [SCOR]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
27 FARM STREET
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
01/08/2016

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

LONDON, X0 W1J 5RJ

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 | Price | |
| Common Stock | 01/08/2016 | | P | 31,950 | A \$ 36.8116 (1) | 6,827,795 | I See Footnote (2) |
| Common Stock | 01/08/2016 | | P | 23,250 | A \$ 37.8022 (3) | 6,851,045 | I See Footnote (2) |
| Common Stock | 01/08/2016 | | P | 4,800 | A \$ 38.5096 (4) | 6,855,845 | I See Footnote (2) |
| Common Stock | 01/11/2016 | | P | 59,200 | A \$ 36.0442 (5) | 6,915,045 | I See Footnote (2) |

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| | | | | | | | | | |
|-----------------|------------|--|---|-----|---|----------------------|-----------|---|------------------------|
| Common Stock | 01/11/2016 | | P | 800 | A | \$ 36.5781 (6) | 6,915,845 | I | See Footnote (2) |
|-----------------|------------|--|---|-----|---|----------------------|-----------|---|------------------------|

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. SEC 1474 (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. Price of Derivative Security (Instr. 5) | 9. Nu Deriv Secur Benef Own Follo Repor Trans (Instr |
|---|--|---|---|--------------------------------------|--|--|---|---|--|
|---|--|---|---|--------------------------------------|--|--|---|---|--|

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| WPP plc 27 FARM STREET LONDON, X0 W1J 5RJ | | X | | |
| Cavendish Square Holding B.V. LAAN OP ZUID 167 3072 DB ROTTERDAM, P7 | | X | | |

Signatures

| | |
|--|------------|
| WPP plc, By: /s/ Paul Richardson, Global Finance Director | 01/12/2016 |
| **Signature of Reporting Person | Date |
| Cavendish Square Holding B.V., By: /s/ A. van Heulen-Mulder, Managing Director | 01/12/2016 |
| **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).

(1) The price reported in column 4 is a weighted average price. These shares were purchased in multiple transactions at prices ranging from \$36.35 to \$37.33, inclusive. The reporting persons undertake to provide to the SEC, comScore, Inc., or any securityholder of comScore, Inc., upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in footnotes (1) and (3) through (6) to this Form 4.

(2) These shares are owned directly by Cavendish Square Holding B.V., which is a wholly-owned subsidiary of WPP plc that WPP plc owns indirectly through a series of intervening holding companies. WPP plc is an indirect beneficial owner of the reported securities.

(3) The price reported in column 4 is a weighted average price. These shares were purchased in multiple transactions at prices ranging from \$37.38 to \$38.37, inclusive.

(4) The price reported in column 4 is a weighted average price. These shares were purchased in multiple transactions at prices ranging from \$38.38 to \$38.69, inclusive.

(5) The price reported in column 4 is a weighted average price. These shares were purchased in multiple transactions at prices ranging from \$35.53 to \$36.525, inclusive.

(6) The price reported in column 4 is a weighted average price. These shares were purchased in multiple transactions at prices ranging from \$36.53 to \$36.735, inclusive.

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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