

Cooper Brad F
Form 4
May 11, 2011

FORM 4

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
Cooper Brad F

(Last) (First) (Middle)

10850 GOLD CENTER DR, SUITE
250

(Street)

RANCHO CORDOVA, CA 95670

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
INSWEB CORP [INSW]

3. Date of Earliest Transaction
(Month/Day/Year)
05/09/2011

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

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

Chief Revenue Officer

6. Individual or Joint/Group Filing(Check
Applicable Line)
__X__ 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 Indirect Beneficial Ownership (Instr. 4)	
Common Stock	05/09/2011		S	400	D	\$ 7.62	267	D

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

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information contained in this form are not
required to respond unless the form
displays a currently valid OMB control
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SEC 1474
(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

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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. D S (
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option to purchase	\$ 4.95	05/10/2011		S <u>(1)</u>	2,300	04/01/2002	04/01/2012	Common Stock	2,300
Option to purchase	\$ 4.95	05/10/2011		S <u>(1)</u>	200	04/01/2002	04/01/2012	Common Stock	200
Option to purchase	\$ 5	05/10/2011		S <u>(1)</u>	900	04/01/2004	04/01/2014	Common Stock	900
Option to purchase	\$ 5	05/10/2011		S <u>(1)</u>	200	04/01/2004	04/01/2014	Common Stock	200
Option to purchase	\$ 5	05/10/2011		S <u>(1)</u>	1,100	04/01/2004	04/01/2014	Common Stock	1,100
Option to purchase	\$ 5	05/10/2011		S <u>(1)</u>	2,800	04/01/2004	04/01/2014	Common Stock	2,800
Option to purchase	\$ 3.48	05/10/2011		S <u>(1)</u>	4,549	01/25/2007	01/25/2012	Common Stock	4,549
Option to purchase	\$ 3.48	05/10/2011		S <u>(1)</u>	1,700	01/25/2007	01/25/2012	Common Stock	1,700
Option to purchase	\$ 3.48	05/10/2011		S <u>(1)</u>	1,500	01/25/2007	01/25/2012	Common Stock	1,500
Option to purchase	\$ 3.48	05/10/2011		S <u>(1)</u>	1,000	01/25/2007	01/25/2012	Common Stock	1,000
Option to purchase	\$ 3.48	05/10/2011		S <u>(1)</u>	537	01/25/2007	01/25/2012	Common Stock	537
Option to purchase	\$ 3.48	05/10/2011		S <u>(1)</u>	300	01/25/2007	01/25/2012	Common Stock	300
Option to purchase	\$ 3.48	05/10/2011		S <u>(1)</u>	214	01/25/2007	01/25/2012	Common Stock	214
Option to purchase	\$ 3.48	05/10/2011		S <u>(1)</u>	100	01/25/2007	01/25/2012	Common Stock	100
Option to purchase	\$ 3.48	05/10/2011		S <u>(1)</u>	100	01/25/2007	01/25/2012	Common Stock	100

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Cooper Brad F 10850 GOLD CENTER DR SUITE 250 RANCHO CORDOVA, CA 95670			Chief Revenue Officer	

Signatures

L. Eric Loewe, Attorney in fact for Brad F. Cooper	05/11/2011
<u> </u> 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) Pursuant to a cashless exercise

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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