

Bazaarvoice Inc  
Form 3  
February 27, 2012

# 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 \*

EAPE Holdings II, LP

(Last) (First) (Middle)

C/O EASTERN  
ADVISORS, 101 PARK  
AVENUE, 33RD FLOOR

(Street)

NEW YORK, NY 10178

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)

02/23/2012

3. Issuer Name and Ticker or Trading Symbol  
Bazaarvoice Inc [BV]

4. Relationship of Reporting Person(s) to Issuer

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

(Check all applicable)

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

6. Individual or Joint/Group Filing (Check Applicable Line)  
\_\_\_\_ 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  
(Instr. 4)

2. Amount of Securities Beneficially Owned  
(Instr. 4)

3. Ownership Form:  
Direct (D)  
or Indirect (I)  
(Instr. 5)

4. Nature of Indirect Beneficial Ownership  
(Instr. 5)

Common Stock

48,567

I (1) (2) (4)

By EAPE Holdings II, LP (1) (2) (4)

Common Stock

51,433

I (1) (3) (4)

By EAPEQ Holdings II, LP (1) (3) (4)

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)**

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1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
EAPE Holdings II, LP C/O EASTERN ADVISORS 101 PARK AVENUE, 33RD FLOOR NEW YORK, NY 10178	Â	Â X	Â	Â
EAPEQ Holdings II, LP C/O EASTERN ADVISORS 101 PARK AVENUE, 33RD FLOOR NEW YORK, NY 10178	Â	Â X	Â	Â

## Signatures

/s/ Scott Booth, managing member of EAGP Advisors LLC, general partner of EA Private Fund GP, LP, general partner of EAPE Holdings II, LP	02/26/2012
__Signature of Reporting Person	Date
/s/ Scott Booth, managing member of EAGP Advisors LLC, general partner of EA Private Fund GP, LP, general partner of EAPEQ Holdings II, LP	02/26/2012
__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) Each of EAPE Holdings II, LP ("EAPE II") and EAPEQ Holdings II, LP ("EAPEQ II," and together with EAPE II, the "Reporting Persons") disclaims beneficial ownership of the reported securities except to the extent of any pecuniary interest therein, and the inclusion of these securities in this report shall not be deemed an admission that such Reporting Person is the beneficial owner of these securities for purposes of Section 16 or for any other purpose.
- The reported securities are directly owned by EAPE II. EA Private Fund GP, LP, as general partner of EAPE II, EAGP Advisors LLC, as the general partner of EA Private Fund GP, LP, and Scott Booth may be deemed to have an indirect pecuniary interest in such securities due to the performance-based allocation from EAPE II and any direct or indirect partnership interests in EAPE II. Eastern
- (2) Advisors Capital Group, LLC, as investment manager to EAPE II, receives an asset-based management fee from EAPE II and, therefore, has no pecuniary interest therein other than any direct or indirect partner interests in EAPE II. Scott Booth is the managing member of each of Eastern Advisors Capital Group, LLC and EAGP Advisors LLC and has voting and dispositive power over the shares held by EAPE II.
- (3) The reported securities are directly owned by EAPEQ II. EA Private Fund GP, LP, as general partner of EAPEQ II, EAGP Advisors LLC, as the general partner of EA Private Fund GP, LP, and Scott Booth may be deemed to have an indirect pecuniary interest in such securities due to the performance-based allocation from EAPEQ II and any direct or indirect partnership interests in EAPEQ II. Eastern Advisors Capital Group, LLC, as investment manager to EAPEQ II, receives an asset-based management fee from EAPEQ II and, therefore, has no pecuniary interest therein other than any direct or indirect partner interests in EAPEQ II. Scott Booth is the managing member of each of Eastern Advisors Capital Group, LLC and EAGP Advisors LLC and has voting and dispositive power over the shares

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held by EAPEQ II.

EAPE II and EAPEQ II may be deemed, together with Scott Booth, EAGP Advisors LLC, EA Private Fund GP, LP, Eastern Advisors Private Equity Fund, LP, Eastern Advisors Private Equity Fund QP, LP, EAPE Holdings, LLC, EAPEQ Holdings, LLC, Eastern Advisors Capital Group, LLC, EA Private Investments, LLC Liquidating Trust, and EA Private Investments, LLC (collectively,

- (4) "Existing Group Members"), to be a Rule 13d-5 group with beneficial ownership of more than 10% of a class of equity securities of Bazaarvoice, Inc. (the "Issuer") registered under Section 12 of the Exchange Act. Existing Group Members have previously filed a Form 3 with respect to their holdings of the Issuer's securities and will file a Form 4 with respect to securities directly owned by EAPE II and EAPEQ II.

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### Remarks:

The Reporting Persons, together with together with Scott Booth, EAGP Advisors LLC, EA Private Fund GP, LP, Eastern Advisors Private Equity Fund, LP, Eastern Advisors Private Equity Fund QP, LP, EAPE Holdings, LLC, EAPEQ Holdings, LLC, EA Private Investments, LLC Liquidating Trust, and EA Private Investments, LLC, may be deemed to have beneficial ownership of more than 10% of a class of the Issuer's equity securities registered under the Securities Act of 1933.

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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