

Bazaarvoice Inc
Form 3
January 12, 2015

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 *

Â Gill Kinloch III

(Last) (First) (Middle)

3900 NORTH CAPITAL OF TX
HWY,Â SUITE 300

(Street)

AUSTIN,Â TXÂ 78746

(City) (State) (Zip)

2. Date of Event Requiring
Statement

(Month/Day/Year)

01/06/2015

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

4. Relationship of Reporting
Person(s) to Issuer

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer ____ Other
(give title below) (specify below)
CLO, GC & Secretary

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

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 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

4,591 ⁽¹⁾

D

Â

Common Stock

4,840 ⁽²⁾

D

Â

Common Stock

12,500 ⁽³⁾

D

Â

Common Stock

5,000 ⁽⁴⁾

D

Â

Common Stock

60,000 ⁽⁵⁾

D

Â

Common Stock

481

D

Â

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

SEC 1473 (7-02)

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information contained in this form are not
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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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			
Stock Options (Right to Buy)	Â <u>(6)</u>	02/20/2023	Common Stock	20,000	\$ 7.32	D	Â
Stock Options (Right to Buy)	Â <u>(7)</u>	12/09/2024	Common Stock	15,000	\$ 7.6	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
Gill Kinloch III 3900 NORTH CAPITAL OF TX HWY SUITE 300 AUSTIN, TX 78746	Â Â Â CLO, GC & Secretary Â

Signatures

Kin Gill _____ 01/12/2015

____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) The restricted stock units vest in four (4) equal yearly installments, with the first such installment vesting effective April 1, 2014.
- (2) The restricted stock units vest in four (4) equal yearly installments, with the first such installment vesting effective December 20, 2014.
- (3) The restricted stock units vest in four (4) equal yearly installments, with the first such installment vesting effective March 20, 2015.
- (4) The restricted stock units vest in four (4) equal yearly installments, with the first such installment vesting effective September 20, 2015.
- (5) The restricted stock units vest in four (4) equal yearly installments, with the first such installment vesting effective December 20, 2015.
- (6) 1/4th of the shares subject to the option vested and became exercisable on January 14, 2014, and 1/48th of the shares subject to the option vest and become exercisable on the corresponding day of each month thereafter
- (7) 1/4th of the shares subject to the option will vest and become exercisable on January 1, 2016, and 1/48th of the shares subject to the option vest and become exercisable on the corresponding day of each month thereafter

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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