

VASKEVITCH DAVID  
Form 4  
July 26, 2017

**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 \*  
VASKEVITCH DAVID

(Last) (First) (Middle)

C/O LIVEPERSON, INC., 475  
TENTH AVENUE 5TH FLOOR

(Street)

NEW YORK, NY 10018

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
LIVEPERSON INC [LPSN]

3. Date of Earliest Transaction  
(Month/Day/Year)  
07/24/2017

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 Ownership (Instr. 4)
			Code	V	Amount or Price (A) or (D)		
Common Stock	07/24/2017		M		20,000	A	\$ 9.2 20,000
Common Stock	07/24/2017		S		20,000	D	\$ 11.35 0 (1)
Common Stock	07/24/2017		M		8,600	A	\$ 10.01 8,600
Common Stock	07/24/2017		S		8,600	D	\$ 11.35 0 (1)
	07/24/2017		M		20,000	A	\$ 9.44 20,000

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Common Stock								
Common Stock	07/24/2017	S	20,000	D	\$ 11.35 <u>(1)</u>	0		D
Common Stock	07/25/2017	M	14,265	A	\$ 10.01	14,265		D
Common Stock	07/25/2017	S	14,265	D	\$ 11.52 <u>(2)</u>	0		D
Common Stock	07/26/2017	M	7,135	A	\$ 10.01	7,135		D
Common Stock	07/26/2017	S	7,135	D	\$ 11.4 <u>(3)</u>	0		D
Common Stock	07/26/2017	M	30,000	A	\$ 7.2	30,000		D
Common Stock	07/26/2017	S	30,000	D	\$ 11.4 <u>(3)</u>	0		D

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

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(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. Amount or Number of Shares
Stock Option (Right to Buy)	\$ 9.2	07/24/2017		M	20,000	<u>(4)</u> 06/05/2023	Common Stock	20,000
Stock Option (Right to Buy)	\$ 10.01	07/24/2017		M	8,600	<u>(4)</u> 06/03/2025	Common Stock	8,600

Buy)									
Stock Option (Right to Buy)	\$ 9.44	07/24/2017	M	20,000	(4)	06/04/2024	Common Stock	20,000	
Stock Option (Right to Buy)	\$ 10.01	07/25/2017	M	14,265	(4)	06/03/2025	Common Stock	14,265	
Stock Option (Right to Buy)	\$ 10.01	07/26/2017	M	7,135	(4)	06/03/2025	Common Stock	7,135	
Stock Option (Right to Buy)	\$ 7.2	07/24/2017	M	30,000	(4)	06/01/2026	Common Stock	30,000	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
VASKEVITCH DAVID C/O LIVEPERSON, INC. 475 TENTH AVENUE 5TH FLOOR NEW YORK, NY 10018	X			

## Signatures

/s/ Monica Greenberg, Attorney  
in Fact

07/26/2017

\_\_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 sold in multiple transactions at prices ranging from \$11.30 to \$11.43, inclusive. The reporting person undertakes to provide to LivePerson, Inc., any security holder of LivePerson, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

(2) The price reported in column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$11.50 to \$11.58, inclusive. The reporting person undertakes to provide to LivePerson, Inc., any security holder of LivePerson, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

(3) The price reported in column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$11.35 to \$11.48, inclusive. The reporting person undertakes to provide to LivePerson, Inc., any security holder of LivePerson, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

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(4) This option is fully vested and currently exercisable.

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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