

LIVEPERSON INC
Form 8-K
June 12, 2009

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

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): June 10, 2009

LIVEPERSON, INC.

(Exact name of registrant as specified in its charter)

Delaware 0-30141 13-3861628
(State or other jurisdiction of (Commission File Number) (IRS Employer Identification
incorporation) No.)

462 Seventh Avenue, New York, New York
(Address of principal executive offices)

10018
(Zip Code)

212-609-4200
(Registrant's telephone number, including area code)

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2 below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 8.01 Other Events.

LivePerson, Inc. President and Chief Financial Officer Timothy E. Bixby has advised the company that, in order to liquidate certain LivePerson stock options that are nearing expiration, and to otherwise diversify his financial portfolio, he has entered into a written plan for selling shares of LivePerson's stock designed to comply with Rule 10b5-1 under the Securities Exchange Act of 1934, as amended, and in accordance with LivePerson's Insider Trading Policy. Mr. Bixby's plan provides for selling up to 672,500 shares subject to, among other things, certain minimum market prices. The plan has an expiration date of May 10, 2010.

Except as may be required by law, LivePerson does not undertake to report written trading plans established by other LivePerson officers or directors, nor to report modifications, terminations, transactions or other activities under Mr. Bixby's plan or the plan of any other officer or director.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

LIVEPERSON, INC.
(Registrant)

Date: June 12, 2009

By: /s/ Monica L. Greenberg
Name: Monica L. Greenberg
Title: Senior Vice President,
General Counsel and
Secretary