Edgar Filing: CVENT INC - Form 4

CVENT INC	2										
Form 4											
March 04, 20	015										
FORM	14					~~~ .			OMB AF	PROVAL	
	• • UNITE	D STATES		RITIES A shington,			NGE C	COMMISSION	OMB Number:	3235-0287	
Check th	is box		vv az	sinington,	D.C. 20	547				January 31,	
if no longer STATEMENT OF CHAN				GES IN BENEFICIAL OWNERSHI				NERSHIP OF	Expires:	2005	
subject to Section 1	0				SECURITIES				Estimated average burden hours per		
	Form 4 or						response 0.5				
Form 5	Filed p	oursuant to Se	ection 1	6(a) of the	e Securit	ies E	xchange	e Act of 1934,			
obligatio may cont		17(a) of the P	ublic Ut	tility Hold	ling Con	ipany	Act of	1935 or Section	1		
See Instr		30(h) c	of the In	vestment	Compan	y Ac	t of 194	0			
1(b).											
(Print or Type I	Responses)										
	Address of Reporti			r Name and Ticker or Trading				5. Relationship of Reporting Person(s) to Issuer			
Ludwig Bri	an		Symbol								
CVEN			CVENT	TINC [CV	Τ			(Check all applicable)			
(Last)	(First)			Earliest Tra	ansaction						
				/Day/Year)				Director X Officer (give	title 10% Owner		
PLACE, 7T		ATION	03/02/20	015				below)	below)	a (speeny	
FLACE, /I	H FLOOK							S	SVP, Sales		
	(Street)		4. If Ame	Amendment, Date Original				6. Individual or Joint/Group Filing(Check			
Filed(Mon				nth/Day/Year)				Applicable Line) _X_ Form filed by One Reporting Person			
TYCONCO	ODNED VA	22102						Form filed by M			
1150N5 C	CORNER, VA	22102						Person			
(City)	(State)	(Zip)	Tabl	e I - Non-D	erivative	Securi	ities Acq	uired, Disposed of	, or Beneficial	ly Owned	
1.Title of	2. Transaction I	Date 2A. Deem	ed	3.	4. Securit			5. Amount of	6. Ownership	7. Nature of	
Security	(Month/Day/Ye		Date, if	Transactio		-		Securities	Form: Direct		
(Instr. 3)		any (Month/Da	Code(Instr. 3, 4 and 5)Day/Year)(Instr. 8)				5)	Beneficially Owned	(D) or Indirect (I)	Beneficial Ownership	
		(Wonth De	uy/ I cui)	(Insu: 0)				Following	(Instr. 4)	(Instr. 4)	
						(A)		Reported			
						or		Transaction(s) (Instr. 3 and 4)			
G				Code V	Amount	(D)	Price	(msu. 5 and 4)			
Common Stock	03/02/2015			S <u>(1)</u>	485	D	\$ 29.02	189,183	D		

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

 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. Transactic Code (Instr. 8)	5. orNumber of Derivativ 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. F Der Sec (Ins
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Employee Stock Option (Right to Buy)	\$ 27.84					(2)	12/31/2024	Common Stock	46,189	
Employee Stock Option (Right to Buy)	\$ 1.8					(3)	03/11/2021	Common Stock	119,445	

Reporting Owners

	Relationships					
Director	10% Owner	Officer	Other			
		SVP, Sales				
03/04	4/2015					
D	ate					
	03/04		Director 10% Owner Officer SVP, Sales 03/04/2015			

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 sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on June 12, 2014.
- (2) The shares subject to this option will become exercisable in four equal annual installments beginning on March 15, 2016.
- (3) 87,501 shares subject to this option became exercisable on February 1, 2013; 31,944 shares became exercisable on February 1, 2014.

Remarks:

Senior Vice President of Sales

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Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.