

BERNAL RONALD D  
Form 3  
February 01, 2005

**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 BERNAL RONALD D  
(Last) (First) (Middle)

755 PAGE MILL ROAD, SUITE A-200

(Street)

PALO ALTO, CA 943041005

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)  
02/01/2005

3. Issuer Name and Ticker or Trading Symbol  
ELOYALTY CORP [ELOY]

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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

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 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 <sup>(1)</sup>	322,078 <sup>(1)</sup>	I	By Shares Held By Ltd Partnership (SHA) <sup>(2)</sup>
Common <sup>(3)</sup>	12,622 <sup>(3)</sup>	I	By Shares Held By Ltd Partnership (SHAI) <sup>(4)</sup>
Common <sup>(5)</sup>	31,973 <sup>(5)</sup>	I	By Shares Held By Ltd Partnership (SHQP) <sup>(6)</sup>
Common <sup>(7)</sup>	1,313,054 <sup>(7)</sup>	I	By Shares Held By Ltd Partnership (SHV) <sup>(8)</sup>
Common <sup>(9)</sup>	4,097 <sup>(9)</sup>	I	By Trust (Trustees) <sup>(10)</sup>

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

SEC 1473 (7-02)

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