

Bazaarvoice Inc  
Form 4  
December 04, 2013

**FORM 4**

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

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
See Instruction  
1(b).

**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

## OMB APPROVAL

OMB  
Number: 3235-0287  
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2005  
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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Hurt Brett A.

(Last) (First) (Middle)

3900 N. CAPITAL OF TX  
HWY, STE. 300

(Street)

AUSTIN, TX 78746

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol

Bazaarvoice Inc [BV]

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

12/02/2013

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<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3.<br>Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired (A)<br>or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|-------------------------------------------------------------------|
|                                       |                                         |                                                             | Code                                    | V                                                                       | Amount                                                                                                             | (A)<br>or<br>(D)                                                           | Price                                                             |
| Common<br>Stock                       | 12/02/2013                              |                                                             | S <sup>(1)</sup>                        |                                                                         | 3,077                                                                                                              | D                                                                          | \$<br>7.7855<br>(2)                                               |
|                                       |                                         |                                                             |                                         |                                                                         |                                                                                                                    |                                                                            | 427,375                                                           |
|                                       |                                         |                                                             |                                         |                                                                         |                                                                                                                    |                                                                            | I                                                                 |
|                                       |                                         |                                                             |                                         |                                                                         |                                                                                                                    |                                                                            | By RLH<br>Article VI<br>Trust (3)                                 |
| Common<br>Stock                       | 12/02/2013                              |                                                             | S <sup>(1)</sup>                        |                                                                         | 3,077                                                                                                              | D                                                                          | \$<br>7.7763<br>(4)                                               |
|                                       |                                         |                                                             |                                         |                                                                         |                                                                                                                    |                                                                            | 427,374                                                           |
|                                       |                                         |                                                             |                                         |                                                                         |                                                                                                                    |                                                                            | I                                                                 |
|                                       |                                         |                                                             |                                         |                                                                         |                                                                                                                    |                                                                            | By LBH<br>Article VI<br>Trust (3)                                 |
| Common<br>Stock                       | 12/02/2013                              |                                                             | S <sup>(1)</sup>                        |                                                                         | 3,570                                                                                                              | D                                                                          | \$ 7.78<br>(5)                                                    |
|                                       |                                         |                                                             |                                         |                                                                         |                                                                                                                    |                                                                            | 495,791                                                           |
|                                       |                                         |                                                             |                                         |                                                                         |                                                                                                                    |                                                                            | I                                                                 |
|                                       |                                         |                                                             |                                         |                                                                         |                                                                                                                    |                                                                            | By BAH<br>2012<br>Lifetime<br>Family<br>Trust (6)                 |

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Common Stock      12/02/2013      S<sup>(1)</sup>      29,829      D      \$ 7.781<sup>(7)</sup>      4,142,369      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.**      SEC 1474 (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. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 3) |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|--------------------------------------------|-------------------------------------------------------------------------------------------------|
|                                            |                                                        |                                      |                                                    | Code                           | V (A) (D)                                                                               | Date Exercisable                                         | Expiration Date                                               | Title                                      | Amount or Number of Shares                                                                      |

## Reporting Owners

| Reporting Owner Name / Address                                             | Relationships |           |         |       |
|----------------------------------------------------------------------------|---------------|-----------|---------|-------|
|                                                                            | Director      | 10% Owner | Officer | Other |
| Hurt Brett A.<br>3900 N. CAPITAL OF TX HWY<br>STE. 300<br>AUSTIN, TX 78746 |               | X         |         |       |

## Signatures

/s/ Bryan C. Barksdale (as Attorney-in-Fact for Brett A. Hurt)      12/04/2013

\_\_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) Transaction pursuant to a 10b5-1 Trading Plan adopted by the Reporting Person in accordance with Rule 10b5-1 of the Securities Exchange Act of 1934, as amended.
- (2) The price reported is a weighted average purchase price. The purchase price ranged from \$7.69 to \$7.93. Reporting person provided Issuer full information regarding the number of shares purchased at each separate price. Issuer will provide, upon receipt of a request, a

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copy of this information to the SEC staff or a security holder of the Issuer.

These securities are held in trust for the benefit of the reporting person's children. The reporting person's spouse is the trustee of the trust.

- (3) The reporting person disclaims beneficial ownership of the reported securities except to the extent of any pecuniary interest therein, and the inclusion of these securities in this report shall not be deemed an admission that the reporting person is the beneficial owner of these securities for purposes of Section 16 or for any other purpose.

The price reported is a weighted average purchase price. The purchase price ranged from \$7.70 to \$7.87. Reporting person provided

- (4) Issuer full information regarding the number of shares purchased at each separate price. Issuer will provide, upon receipt of a request, a copy of this information to the SEC staff or a security holder of the Issuer.

The price reported is a weighted average purchase price. The purchase price ranged from \$7.70 to \$7.93. Reporting person provided

- (5) Issuer full information regarding the number of shares purchased at each separate price. Issuer will provide, upon receipt of a request, a copy of this information to the SEC staff or a security holder of the Issuer.

These securities are held in trust for the benefit of the reporting person's family. The reporting person's spouse and sister are the trustees

- (6) of the trust. The reporting person disclaims beneficial ownership of the reported securities except to the extent of any pecuniary interest therein, and the inclusion of these securities in this report shall not be deemed an admission that the reporting person is the beneficial owner of these securities for purposes of Section 16 or for any other purpose.

The price reported is a weighted average purchase price. The purchase price ranged from \$7.68 to \$7.95. Reporting person provided

- (7) Issuer full information regarding the number of shares purchased at each separate price. Issuer will provide, upon receipt of a request, a copy of this information to the SEC staff or a security holder of the Issuer.

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.