Edgar Filing: GENTZKOW PAUL F - Form 4

Form 4	W PAUL F											
February 14										OMB AP	PROVAL	
FORM	UNITED	STATES				AND EX(, D.C. 202		NGE CO	OMMISSION	OMB Number:	3235-0287	
Check t if no loi	agar										January 31, 2005	
subject Section Form 4 Form 5	F CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES Section 16(a) of the Securities Exchange Act of 1934,							Estimated av burden hours response	/erage			
obligati may con <i>See</i> Inst 1(b).	ons ntinue. Section 17((a) of the l	Public U	Jtility I	Hol		ipany	Act of 1	935 or Section			
(Print or Type	Responses)											
1. Name and Address of Reporting Person <u>*</u> GENTZKOW PAUL F									 Relationship of Reporting Person(s) to ssuer (Check all applicable) 			
(Last) (First) (Middle) 2884 SAND HILL ROAD								Director 10% Owner _X Officer (give title Other (specify elow) below) President & COO				
MENLO P	Filed(Month/Day/Year) Ap _X					. Individual or Joint/Group Filing(Check Applicable Line) X_Form filed by One Reporting Person Form filed by More than One Reporting terson						
(City)	(State)	(Zip)	Tał	ble I - N	on-	Derivative	Securi	ties Acqui	ired, Disposed of,	or Beneficially	y Owned	
1.Title of Security (Instr. 3)	Security (Month/Day/Year) Execution Date, if		Date, if	Code (Instr. 3, 4 and 5)					Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Common	02/11/2011			Code S	v	Amount 125,000	(D) D	Price \$ 33.2508	(Instr. 3 and 4) 3 924,691	D		
Stock Common Stock								<u>(1)</u>	40,000	I	By GRATs (2)	

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

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 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. Transacti Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Amou Unde Secur	le and unt of rlying rities . 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Addro	ess	Relationships						
F8	Director	10% Owner	Officer	Other				
GENTZKOW PAUL F 2884 SAND HILL ROAD MENLO PARK, CA 94025			President & COO					
Signatures								
/s/ Paul F. Gentzkow	02/14/2011							

**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).
- The range of prices for the transactions reported on this line is between \$33.21 and \$33.34 per share. \$33.2508 represents the weighted
 (1) average sale price per share. Reporting person will provide upon request by the commission staff, the issuer, or a security holder of the issuer full information regarding the number of shares sold at each separate price.
- (2) These shares are held by various separate GRATs, the beneficiaries of which are the Reporting Person's family members and with respect to which the Reporting Person is a trustee.

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.