

Bazaarvoice Inc  
 Form 3  
 February 03, 2017

**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 * |         | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol                                |  |
| Â Rohrich Joe                             |         | (Month/Day/Year)                     | Bazaarvoice Inc [BV]   |  |
| (Last)                                    | (First) | 02/01/2017                           |  |  |
| 10901 STONELAKE BLVD.                     |         |                                      | 4. Relationship of Reporting Person(s) to Issuer                           | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
| (Street)                                  |         |                                      | (Check all applicable)   |  |
| AUSTIN,Â TXÂ 78759                        |         |                                      | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner       | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
| (City)                                    | (State) | (Zip)                                | <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
|   |         |                                      | (give title below) (specify below)   | <input type="checkbox"/> Form filed by More than One Reporting Person  |
|   |         |                                      | General Manager EMEA   |  |

**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 Stock                    | 136,023 <sup>(1)</sup>                                | D  | Â   |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

**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 Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) or Indirect | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|--|--|---|
|  | Date Exercisable   | Title   | Amount or Number of                                    |  |   |

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|                              |       |            |              | Shares |         | (I)<br>(Instr. 5) |   |
|------------------------------|-------|------------|--------------|--------|---------|-------------------|---|
| Stock Options (Right to Buy) | Â (2) | 08/02/2023 | Common Stock | 7,933  | \$ 4.14 | D                 | Â |
| Stock Options (Right to Buy) | Â (3) | 03/16/2013 | Common Stock | 2,250  | \$ 4.13 | D                 | Â |
| Stock Options (Right to Buy) | Â (3) | 05/24/2021 | Common Stock | 7,500  | \$ 6.58 | D                 | Â |

## Reporting Owners

| Reporting Owner Name / Address                            | Relationships |           |                        |       |
|---|---------------|-----------|------------------------|-------|
|   | Director      | 10% Owner | Officer                | Other |
| Rohrlich Joe<br>10901 STONELAKE BLVD.<br>AUSTIN, TX 78759 | Â             | Â         | Â General Manager EMEA | Â     |

## Signatures

/s/ Kin Gill )as attorney-in-fact for Mr. Rohrlich) 02/03/2017

\_\_Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) Represents 22,523 unrestricted shares and 113,500 RSUs vesting as follows: 13,125 shares on 3/20/17 and 3/20/18, 11,250 shares on 3/20/19, 25,166 shares on 6/20/16, 21,667 shares on 6/20/18 and 6/20/19, 2,500 shares on 9/20/17, 9/20/18 and 12/20/17.
- (2) 50% of the shares become exercisable on 8/2/17 and 50% become exercisable on 8/2/18.
- (3) Fully exercisable.

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.