

MCF CORP  
Form 4  
March 07, 2005

**FORM 4**

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
MERRIMAN D JONATHAN

(Last) (First) (Middle)

600 CALIFORNIA STREET, 9TH FLOOR

(Street)

SAN FRANCISCO, CA 94108

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
MCF CORP [MEM]

3. Date of Earliest Transaction (Month/Day/Year)  
01/07/2004

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)  
Chairman and CEO

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 Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) |   | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) |            | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V | Amount  | (A) or (D) |   |  |                                   |
| Common Stock <sup>(1)</sup>     | 01/07/2004                           |  | G                              |   | 1,000   | D          | \$ 0  | 2,156,650  | D                                 |
| Common Stock <sup>(1)</sup>     | 01/07/2004                           |  | G                              |   | 1,000   | D          | \$ 0  | 2,155,650  | D                                 |
| Common Stock <sup>(1)</sup>     | 01/07/2004                           |  | G                              |   | 1,000   | D          | \$ 0  | 2,154,650  | D                                 |
| Common Stock <sup>(1)</sup>     | 01/07/2004                           |  | G                              |   | 1,000   | D          | \$ 0  | 2,153,650  | D                                 |
| Common Stock <sup>(1)</sup>     | 01/22/2004                           |  | G                              |   | 1,000   | D          | \$ 0  | 2,152,650  | D                                 |

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|                         |            |   |       |   |      |           |   |
|-------------------------|------------|---|-------|---|------|-----------|---|
| Common Stock <u>(1)</u> | 01/22/2004 | G | 1,000 | D | \$ 0 | 2,151,650 | D |
| Common Stock <u>(1)</u> | 01/04/2005 | G | 1,000 | D | \$ 0 | 2,150,650 | D |
| Common Stock <u>(1)</u> | 01/04/2005 | G | 1,000 | D | \$ 0 | 2,149,650 | D |
| Common Stock <u>(1)</u> | 01/04/2005 | G | 1,000 | D | \$ 0 | 2,148,650 | D |
| Common Stock <u>(1)</u> | 01/04/2005 | G | 1,000 | D | \$ 0 | 2,147,650 | D |
| Common Stock <u>(1)</u> | 01/04/2005 | G | 2,000 | D | \$ 0 | 2,145,650 | D |
| Common Stock <u>(1)</u> | 02/07/2005 | G | 2,000 | D | \$ 0 | 2,143,650 | D |
| Common Stock <u>(1)</u> | 02/07/2005 | G | 1,000 | D | \$ 0 | 2,142,650 | D |

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

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(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 Transaction (Instr. 6) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|  |  |                                      |  | 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

MERRIMAN D JONATHAN  
600 CALIFORNIA STREET  
9TH FLOOR  
SAN FRANCISCO, CA 94108

X

Chairman and CEO

## Signatures

D. Jonathan  
Merriman

03/07/2005

\_\_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) This is a bona fide gift to a minor.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.  
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