

COUPONS.com Inc  
Form 5  
January 22, 2015

# FORM 5

**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).  
Form 3 Holdings Reported Form 4 Transactions Reported

**ANNUAL 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

1. Name and Address of Reporting Person \*  
Boal Steven R.

(Last) (First) (Middle)

C/O COUPONS.COM  
INCORPORATED, 400 LOGUE  
AVENUE

(Street)

MOUNTAIN VIEW, CA 94043

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
COUPONS.com Inc [COUP]

3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year)  
12/31/2014

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)  
President & CEO

6. Individual or Joint/Group Reporting

(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)	(A) or (D)	Amount	Price	5. Amount of Securities Beneficially Owned at end of Issuer's Fiscal Year (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common Stock	11/04/2014	11/04/2014	J	3,861,560	A	\$ 0	3,861,560	I	By Family Trust <sup>(1)</sup>	
Common Stock	01/15/2015	01/15/2015	J	45,267	A	\$ 0	3,906,827	I	By Family Trust <sup>(1)</sup>	
	01/15/2015	01/15/2015	J	45,267	A	\$ 0	3,952,094	I	<sup>(2)</sup>	

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Common Stock							1,367,569	D	By Family Trust <sup>(1)</sup> <u>(3)</u>
Common Stock	01/15/2015	01/15/2015	J	45,267	D	\$ 0	454,733	I	By Trust <sup>(2)</sup>
Common Stock	01/15/2015	01/15/2015	J	45,267	D	\$ 0	454,733	I	By Wife Trust <sup>(3)</sup>
Common Stock							3,237	I	By child Trust <sup>(4)</sup>
Common Stock							3,237	I	By Child Trust <sup>(5)</sup>
Common Stock							3,237	I	By Child Trust <sup>(6)</sup>

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. of D Se B O E Is Fi (I
					(A) (D)	Date Exercisable Expiration Date	Title	Amount or Number of Shares	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Boal Steven R. C/O COUPONS.COM INCORPORATED 400 LOGUE AVENUE MOUNTAIN VIEW, CA 94043	X		President & CEO	

## Signatures

/s/Richard Hornstein Atty-in-Fact for Steven  
R. Boal

01/22/2015

\_\_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) These shares were previously reported as directly beneficially owned but were contributed on November 4, 2014 to the SMSEJ Family Trust U/A Dated July 18, 2005 of which Mr. Boal is a co-trustee.
- (2) Represents shares transferred by the Annuity Trust of Mr. Boal. Mr. Boal simultaneously contributed these shares to the SMSEJ Family Trust U/A Dated July 18, 2015 of which Mr. Boal is a co-trustee.
- (3) Represents shares transferred by the Annuity Trust of Mrs. Boal. Mrs. Boal simultaneously contributed these shares to the SMSEJ Family Trust U/A Dated July 18, 2015 of which Mrs. Boal is a co-trustee.
- (4) The shares are held directly by Stuart Shiff TTEE of the EBB 2011 Trust dated September 23, 2011
- (5) The shares are held directly by Stuart Shiff TTEE of the JMB 2011 Trust dated September 23, 2011.
- (6) The shares are held directly by Stuart Shiff TTEE of the SEB 2011 Trust dated September 23, 2011.

Note: File three copies of this Form, one of which must be manually signed. If space provided 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.