Edgar Filing: COMSCORE, INC. - Form 4

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COMSCOR	E, INC.					
Form 4						
July 29, 201	5					
FORM	14		OMB APPROVAL			
	• • UNITED STAT	TES SECURITIES AND EXCHANGE Washington, D.C. 20549	COMMISSION OMB Number: 3235-0287			
Check th		U ,	Expires: January 31,			
if no long subject to		OF CHANGES IN BENEFICIAL O	WNERSHIP OF 2005			
Section 1		SECURITIES	Estimated average burden hours per			
Form 4 c			response 0.5			
Form 5 obligatio		to Section 16(a) of the Securities Excha	-			
may cont	tinue. Section 17(a) of t	he Public Utility Holding Company Act				
See Instr	uction 30	(h) of the Investment Company Act of 1	940			
1(b).						
(Print or Type]	Responses)					
1. Name and Address of Reporting Person _ 2. Issuer Name and Ticker or Trading 5. Relationship of Reporting Issuer Brown Michael Andrew Symbol Issuer						
BIOWII IVIICI	inael Anulew	Symbol	155001			
		COMSCORE, INC. [SCOR]	(Check all applicable)			
(Last)	(First) (Middle)	3. Date of Earliest Transaction				
		(Month/Day/Year)	Director 10% Owner X_ Officer (give title Other (specify			
DRIVE, SU		07/27/2015	below) below)			
DRIVE, 50	112 000		Chief Technology Officer			
	(Street)	4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
		Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person			
RESTON, V	74 20100		Form filed by More than One Reporting			
RESTON,	VA 20190		Person			
(City)	(State) (Zip)	Table I - Non-Derivative Securities A	cquired, Disposed of, or Beneficially Owned			
1.Title of	2. Transaction Date 2A. I	1				
Security (Instr. 3)	(Month/Day/Year) Exec	ution Date, if Transaction(A) or Disposed of (I Code (Instr. 3, 4 and 5)	D) Securities Form: Direct Indirect Beneficially (D) or Beneficial			
	•	nth/Day/Year) (Instr. 8)	Owned Indirect (I) Ownership			
			Following (Instr. 4) (Instr. 4)			
		(A)	Reported Transaction(s)			
		or Code V Amount (D) Prio	(Instr. 3 and 4)			
Common		\$				
Stock	07/27/2015	S $400 \frac{(1)}{56.0}$ D $\frac{9}{56.0}$	₃ 27,235 D			
		2010				

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.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

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

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	4. Transactic Code (Instr. 8)	5. ofNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Secur	ınt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owna Follo Repo Trans (Instr
			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		
Brown Michael Andrew 11950 DEMOCRACY DRIVE SUITE 600 RESTON, VA 20190			Chief Technology Officer			
Signatures						
/s/ Christiana Lin, Attorney-in-Fact	07/28/2015					
**Signature of Reporting Person	Da	te				
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) Shares disposed of pursuant to a 10b5-1 plan entered into in August, 2014.

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.