## Edgar Filing: Bazaarvoice Inc - Form 4

Bazaarvoice Form 4 March 26, 20									
FORM	1 4					OMB AF	PROVAL		
	UNITED STAT	ES SECURITIES AI Washington, 1		NGE C	OMMISSION	OMB Number:	3235-0287		
Check this box if no longer STATENCENTE OF CHANCES IN DENERICIAL OWNERSHIP OF							January 31,		
subject to							Expires: 2005 Estimated average		
Section 1		SECURITIES							
Form 4 o									
Form 5 obligatio	ng *	o Section 16(a) of the		•					
may cont	inue. Section 17(a) of th	e Public Utility Hold	• • •			n			
See Instr	uction 300	h) of the Investment (	Company Act	t of 194	0				
1(b).									
(Print or Type I	Responses)								
× 71	1 /								
1. Name and A	ddress of Reporting Person	2. Issuer Name and	Ticker or Tradin	ıg	5. Relationship of	Reporting Pers	on(s) to		
Gill Kinloch	n III	Symbol		0	Issuer				
		Bazaarvoice Inc []	Bazaarvoice Inc [BV]			(Check all applicable)			
(Last)	(First) (Middle)	3. Date of Earliest Tra		(Check an applicable)					
		(Month/Day/Year)					Owner		
3900 NORTH CAPITAL OF TX 03/24/2015X_Officer						e title Other (specify below)			
HWY, SUITE 300 below) CLO, GC & Secretary							у		
	(Street)	4. If Amendment, Dat	e Original		6. Individual or Jo	oint/Group Filin	g(Check		
		Filed(Month/Day/Year)	6	Applicable Line)					
_X_ Form f						One Reporting Person			
AUSTIN, TX 78746 — Form filed by More than One Reportin Person							porting		
(City)	(State) (Zip)								
	(oute) (Eip)	Table I - Non-De		-	uired, Disposed of	, or Beneficial	ly Owned		
1.Title of	2. Transaction Date 2A. I		4. Securities Ad			6. Ownership			
Security (Instr. 3)	(Month/Day/Year) Exect any	tion Date, if Transactio Code	n(A) or Disposed (D)			Form: Direct (D) or	Indirect Beneficial		
(11041-0)		h/Day/Year) (Instr. 8)				Indirect (I)	Ownership		
					U	(Instr. 4)	(Instr. 4)		
			(A)		Reported Transaction(s)				
			or		(Instr. 3 and 4)				
Common		Code V		Price \$					
Stock	03/24/2015	F	492 D	φ 5.71	86,838 <u>(1)</u>	D			
Stock				5.71					

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. Transacti Code (Instr. 8)	5. 6. Date Exercisable an onNumber Expiration Date of (Month/Day/Year) Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Title Amou Under Securi (Instr.	nt of lying	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**

<b>Reporting Owner Name / Address</b>				
	Director	10% Owner	Officer	Other
Gill Kinloch III 3900 NORTH CAPITAL OF TX HWY SUITE 300 AUSTIN, TX 78746			CLO, GC & Secretar	ry
Signatures			/s/ I	7:
Gill III			78/ 1	03/24/2015
<u>**</u> Signatur	e of Reporting	g 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) Includes 492 shares acquired under the BV employee stock purchase plan on March 20, 2015.

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.