**TIVO INC** Form 4 August 02, 2007

# FORM 4

#### **OMB APPROVAL**

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

**OMB** 3235-0287 Number:

Check this box if no longer subject to Section 16. Form 4 or

January 31, Expires:

2005 Estimated average burden hours per response... 0.5

#### 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

may continue. 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

Form 5

obligations

(Print or Type Responses)

1. Name and Address of Reporting Person * HOAGLAND CAL R	2. Issuer Name and Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer			
(Last) (First) (Middle)	TIVO INC [tivo] 3. Date of Earliest Transaction	(Check all applicable)			
(Last) (First) (Wildle)	(Month/Day/Year)	Director 10% Owner			
15827 POPPY LANE	07/31/2007	X Officer (give title Other (specify below)  Interim CFO			
(Street)	4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
MONTE SERENO, CA 95030	Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			

MONTE SERENO, CA 95050				Person							
	(City)	(State)	(Zip) Tab	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned							
	1.Title of	2. Transaction Date	2A. Deemed	3.	4. Securities Acquired	5. Amount of	6.	7. Nature of			
	Security	(Month/Day/Year)	Execution Date, if	Transactio	on(A) or Disposed of (D)	Securities	Ownership	Indirect			
	(Instr. 3)		any	Code	(Instr. 3, 4 and 5)	Beneficially	Form: Direct	Beneficial			
			(Month/Day/Year)	(Instr. 8)		Owned	(D) or	Ownership			
						Following	Indirect (I)	(Instr. 4)			
						Reported	(Instr 4)				

(Instr. 3)	, <u>,</u> ,	any (Month/Day/Year)	Code (Instr. 8)	(Instr. 3,	(A) or	5) Price	Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficia Ownersh (Instr. 4)
Common Stock (1)	07/31/2007		A	2,909	A	\$ 0	2,909	D	
Common Stock	08/01/2007		S(2)	2,909	D	\$ 5.5062 (3)	0	D	

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

#### Edgar Filing: TIVO INC - Form 4

#### Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Title	and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onNumber	Expiration D	ate	Amoun	t of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Underly	ying	Security	Secui
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Securit	ies	(Instr. 5)	Bene
	Derivative				Securities			(Instr. 3	3 and 4)		Own
	Security				Acquired						Follo
	•				(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
									A manuat		
									Amount		
						Date	Expiration		Or Number		
						Exercisable	ercisable Date	Title Number			
				C + V	(A) (D)				of		
				Code V	(A) (D)				Shares		

## **Reporting Owners**

Relationships Reporting Owner Name / Address

> 10% Owner Officer Other Director

HOAGLAND CAL R 15827 POPPY LANE

Interim CFO

MONTE SERENO, CA 95030

### **Signatures**

Phyllis Mesec, Attorney-in-Fact for: Cal Hoagland

08/02/2007

\*\*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).
- These shares are fully vested and are issued pursuant to Mr. Hoagland and Financial Leadership Group's consulting agreement with TiVo **(1)** Inc.
- This was an automatic disposition of shares pursuant to a 10b5-1 Plan, as defined under the Securities Exchange Act of 1934, as **(2)** amended.
- (3) Average Sales Price Actual Sale prices ranged from \$5.4701 to \$5.61.

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.

Reporting Owners 2