

Zeidman Yaron  
Form 3  
April 29, 2011

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 \*

Zeidman Yaron  
(Last) (First) (Middle)

C/O LIVEPERSON, INC., 462 SEVENTH AVENUE, 3RD FLOOR

(Street)

NEW YORK, NY 10018

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)  
07/30/2010

3. Issuer Name and Ticker or Trading Symbol  
LIVEPERSON INC [LPSN]

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer  Other  
(give title below) (specify below)  
Chief Technology Officer

5. If Amendment, Date Original Filed(Month/Day/Year)

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 Beneficially Owned**

1. Title of Security (Instr. 4)

2. Amount of Securities Beneficially Owned (Instr. 4)

3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)

4. Nature of Indirect Beneficial Ownership (Instr. 5)

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

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)

2. Date Exercisable and Expiration Date (Month/Day/Year)

3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)

4. Conversion or Exercise Price of Derivative Security

5. Ownership Form of Derivative Security: Direct (D)

6. Nature of Indirect Beneficial Ownership (Instr. 5)

Date Exercisable Date Expiration Date

Title Amount or Number of

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				Shares		or Indirect (I) (Instr. 5)	
Stock Option (Right to Buy)	Â (1)	12/31/2014	Common Stock	22,591 (1)	\$ 1.05	D	Â
Stock Option (Right to Buy)	Â (2)	04/04/2017	Common Stock	14,347	\$ 3.14	D	Â
Stock Option (Right to Buy)	Â (3)	10/30/2017	Common Stock	75,000	\$ 5.77	D	Â
Stock Option (Right to Buy)	Â (4)	03/05/2019	Common Stock	50,000	\$ 1.79	D	Â
Stock Option (Right to Buy)	Â (5)	02/09/2020	Common Stock	100,000	\$ 6.05	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Zeidman Yaron C/O LIVEPERSON, INC., 462 SEVENTH AVENUE, 3RD FLOOR NEW YORK, NY 10018	Â	Â	Â Chief Technology Officer	Â

## Signatures

/s/ Monica L. Greenberg,  
Attorney-in-Fact

04/29/2011

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 5(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) The Reporting Person was granted an option for 36,591 shares of Common Stock of the Issuer on February 10, 2005. As of July 30, 2010, the Option is fully vested and exercisable. On March 8, 2010, the Reporting Person exercised and sold 14,000 shares. The sale was effected under a sales plan pursuant to Rule 10b5-1(c)(1) of the Securities Exchange Act of 1934, as amended.

(2) The Reporting Person was granted an option for 14,347 shares of Common Stock of the Issuer on April 4, 2007. As of July 30, 2010, the Option is fully vested and exercisable.

(3) The Reporting Person was granted an option for 75,000 shares of Common Stock of the Issuer on October 30, 2007. As of July 30, 2010, 37,500 shares are vested and exercisable. 18,750 shares vested and became exercisable on October 30, 2010 and the remaining 18,750 shall vest and become exercisable on October 30, 2011.

(4) The Reporting Person was granted an option for 50,000 shares of Common Stock of the Issuer on March 5, 2009. As of July 30, 2010, 12,500 shares are vested and exercisable. The remaining 37,500 shares shall vest in three equal installments on March 5, 2011, March 5, 2012 and March 5, 2013.

(5) The Reporting Person was granted an option for 100,000 shares of Common Stock of the Issuer on February 9, 2010. The option shall vest in four equal installments on February 9, 2011, February 9, 2012, February 9, 2013 and February 9, 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.