Edgar Filing: JORDAN JEFFREY D - Form 4

JORDAN JI Form 4	EFFREY D											
December 0	07, 2011											
FORM		STATES	SECU	DITIES	AND EV		NCEC	OMMISSION		PROVAL		
CURIVI 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							UNINII55IUN	OMB Number:	3235-0287			
Washington, D.C. 20549Check this box if no longer subject to Section 16.Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).Statement and the problem of the securities of the problem of the securities of the secu								Expires: January 31, 2005 Estimated average burden hours per response 0.5				
(Print or Type	Responses)											
1. Name and Address of Reporting Person <u></u> JORDAN JEFFREY D								5. Relationship of Reporting Person(s) to Issuer				
(Last)	(First) (I	Middle)	3. Date of Earliest Transaction					(Check all applicable)				
	TABLE, INC., 79 STREET, 4TH FI	9	(Month/ 12/05/2	Day/Year) 2011				X Director Officer (give t below)		Owner r (specify		
SAN FRAN	(Street) NCISCO, CA 941			endment, I onth/Day/Ye	Date Origina ar)	al		6. Individual or Joi Applicable Line) _X_ Form filed by O Form filed by Mo Person	ne Reporting Per	rson		
(City)	(State)	(Zip)	Tab	le I - Non-	Derivative	Secu	rities Acqu	iired, Disposed of,	or Beneficiall	y Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deeme Execution any (Month/Da	Date, if	3. Transactio Code (Instr. 8)	omr Dispos (Instr. 3, 4	ed of		5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
Common Stock	12/05/2011			S <u>(5)</u>	10,000	D	\$ 40.0019 (1)	9 245,140	Ι	By Family Trust <u>(2)</u>		
Common Stock								13,254	I	By GRAT C (3)		
Common Stock								13,254	Ι	By Wife's GRAT C		

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

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 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)	4. Transact Code (Instr. 8)	5. of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Titl Amou Under Securi (Instr.	ınt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own 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			
JORDAN JEFFREY D C/O OPENTABLE, INC. 799 MARKET STREET, 4TH FLOOR SAN FRANCISCO, CA 94103	Х						
Signatures							

/s/ John J. Orta as Attorney in Fact for Mr. Jordan

**Signature of Reporting Person

12/07/2011 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).

The transaction was executed in multiple trades in prices ranging from \$40.00 to \$40.02 inclusive. The price reported in Column 4 above
 (1) reflects the weighted average sale price. The Reporting Person hereby undertakes to provide upon request to the SEC staff, the Issuer, or a stockholder of the Issuer, information regarding the number of shares and prices at which the transaction was effected.

- (2) These shares are held by Jeffrey D. Jordan and Karen A. Jordan, TTEES of the Jordan Family Revocable Trust U/A 08/25/95.
- (3) These shares are held by Jeffrey D. Jordan, Trustee of the Jeffrey D. Jordan Annuity Trust 2009 dated March 30, 2009.
- (4) These shares are held by Karen A. Jordan, Trustee of the Karen A. Jordan Annuity Trust 2009 dated March 30, 2009. The Reporting Person's spouse is trustee of the trust.

(5)

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The sales reported in the Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on September 12, 2011.

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.