

SPARK NETWORKS INC  
Form 4  
October 23, 2013

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**KREINBERG JOSHUA**

(Last) (First) (Middle)

**C/O SPARK NETWORKS,  
INC., 11150 SANTA MONICA  
BLVD., STE. 600**

(Street)

**LOS ANGELES, CA 90025**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**SPARK NETWORKS INC [LOV]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**10/21/2013**

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
**General Counsel & Corp. Sec.**

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 Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	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)
			Code	V Amount (A) or (D) Price			
Common Stock	10/21/2013		M	3,400 A \$ 3	3,400	D	
Common Stock	10/21/2013		S <sup>(1)</sup>	3,400 D \$ 7.4516 (2)	0	D	
Common Stock	10/22/2013		M	782 A \$ 3	782	D	
Common Stock	10/22/2013		S <sup>(1)</sup>	782 D \$ 7.45	0	D	

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

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(9-02)

**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)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Stock Option (Right to Buy)	\$ 3	10/21/2013		M	3,400	<sup>(3)</sup> 01/05/2016	Common Stock	3,400
Stock Option (Right to Buy)	\$ 3	10/22/2013		M	782	<sup>(3)</sup> 01/05/2016	Common Stock	782

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KREINBERG JOSHUA C/O SPARK NETWORKS, INC. 11150 SANTA MONICA BLVD., STE. 600 LOS ANGELES, CA 90025			General Counsel & Corp. Sec.	

## Signatures

/s/ Joshua Kreinberg 10/23/2013

\*\*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).
- (1) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on September 11, 2013.  
  
The price reported in Table 1 Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$7.45 to \$7.485, inclusive. The reporting person undertakes to provide to the company, any security holder of the Company, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in footnote (2) in this Form 4.
- (2) Options are currently exercisable
- (3) Options are currently exercisable

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.