

SWAN ROBERT HOLMES
Form 4
July 31, 2012

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 *
SWAN ROBERT HOLMES

2. Issuer Name and Ticker or Trading Symbol
EBAY INC [EBAY]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
2145 HAMILTON AVE.

(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
07/27/2012

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
SVP, Finance & CFO

SAN JOSE, CA 95125

4. 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

(City) (State) (Zip)

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 or Price | | |
| Common Stock | 07/27/2012 | | M | | 100,000 A \$ 39 | 484,659 | D |
| Common Stock | 07/27/2012 | | S | | 100,000 (1) D \$ 45 | 384,659 | D |
| Common Stock | 07/27/2012 | | M | | 25,000 A \$ 31.93 | 409,659 | D |
| Common Stock | 07/27/2012 | | S | | 25,000 (1) D \$ 45.0006 (2) | 384,659 | D |
| Common Stock | 07/27/2012 | | M | | 25,000 A \$ 26.36 | 409,659 | D |

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| | | | | | | | |
|--------------|------------|---|----------------------|---|-----------------------------|---------|---|
| Common Stock | 07/27/2012 | S | 25,000 <u>(1)</u> | D | \$ 45.0006 <u>(2)</u> | 384,659 | D |
| Common Stock | 07/27/2012 | M | 25,000 | A | \$ 13.19 | 409,659 | D |
| Common Stock | 07/27/2012 | S | 25,000 <u>(1)</u> | D | \$ 45.0006 <u>(2)</u> | 384,659 | D |
| Common Stock | 07/27/2012 | M | 50,000 | A | \$ 28.36 | 434,659 | D |
| Common Stock | 07/27/2012 | S | 50,000 <u>(1)</u> | D | \$ 45.0006 <u>(2)</u> | 384,659 | D |
| Common Stock | 07/27/2012 | M | 25,000 | A | \$ 25.85 | 409,659 | D |
| Common Stock | 07/27/2012 | S | 25,000 <u>(1)</u> | D | \$ 45.0006 <u>(2)</u> | 384,659 | D |

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.

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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 Security (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| | | | | Code | V (A) (D) | Date Exercisable Expiration Date | Title |
| Non-Qualified Stock Option (right to buy) | \$ 13.19 | 07/27/2012 | | M | 25,000 | <u>(3)</u> 02/13/2016 | Common Stock |
| Non-Qualified Stock Option (right to buy) | \$ 25.85 | 07/27/2012 | | M | 25,000 | <u>(4)</u> 03/03/2015 | Common Stock |
| Non-Qualified Stock Option (right to buy) | \$ 26.36 | 07/27/2012 | | M | 25,000 | <u>(3)</u> 08/08/2015 | Common Stock |

| | | | | | | | | |
|---|----------|------------|---|---------|-----|------------|-----------------|-----|
| Non-Qualified Stock Option (right to buy) | \$ 28.36 | 07/27/2012 | M | 50,000 | (5) | 09/29/2013 | Common Stock | 50 |
| Non-Qualified Stock Option (right to buy) | \$ 31.93 | 07/27/2012 | M | 25,000 | (6) | 03/01/2014 | Common Stock | 25 |
| Non-Qualified Stock Option (right to buy) | \$ 39 | 07/27/2012 | M | 100,000 | (5) | 03/31/2013 | Common Stock | 100 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|--------------------|-------|
| | Director | 10% Owner | Officer | Other |
| SWAN ROBERT HOLMES 2145 HAMILTON AVE. SAN JOSE, CA 95125 | | | SVP, Finance & CFO | |

Signatures

Robert Holmes
Swan

07/31/2012

**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.
 - (2) Represents the weighted average price of shares sold at prices that ranged from \$45.0000 to \$45.0400.
 - (3) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 2/8/09 and 1/48th per month thereafter.
 - (4) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/08 and 1/48th per month thereafter.
 - (5) The option grant is subject to a four-year vesting schedule, vesting 25% on 3/16/07 and 1/48th per month thereafter.
 - (6) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/07 and 1/48th per month thereafter.

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.