

Landa Matthew  
Form 4  
July 06, 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 \*  
Landa Matthew

2. Issuer Name and Ticker or Trading Symbol  
ACTIVE NETWORK INC [ACTV]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
10182 TELESIS COURT, SUITE 100  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
07/03/2012

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

SAN DIEGO, CA 92121  
(City) (State) (Zip)

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

**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)  |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
| Common Stock                    |                                      |  |                                |   | 315,974   | D  |  |
| Common Stock                    | 07/03/2012                           |  | M                              | 29,700 A  | \$ 1.96 29,700  | I  | The Landa Family Trust utd May 18, 2007 <sup>(1)</sup> |
| Common Stock                    | 07/03/2012                           |  | S <sup>(2)</sup>               | 29,700 D  | \$ 15.3387 <sup>(3)</sup> 0   | I  | The Landa Family Trust utd                             |

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|              |            |  |                  |        |   |                           |        |   |   |
|--------------|------------|--|------------------|--------|---|---------------------------|--------|---|---|
| Common Stock | 07/05/2012 |  | M                | 10,000 | A | \$ 1.96                   | 10,000 | I | May 18, 2007 <sup>(1)</sup><br>The Landa Family Trust utd May 18, 2007 <sup>(1)</sup> |
| Common Stock | 07/05/2012 |  | S <sup>(2)</sup> | 10,000 | D | \$ 15.4534 <sup>(4)</sup> | 0      | I | The Landa Family Trust utd May 18, 2007 <sup>(1)</sup>                                |

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 Securities (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Stock Option (right to buy)                | \$ 1.96  | 07/03/2012                           |  | M                              | 29,700  | <sup>(5)</sup> 11/09/2016                                | Common Stock  | 29,700                        |
| Stock Option (right to buy)                | \$ 1.96  | 07/05/2012                           |  | M                              | 10,000  | <sup>(5)</sup> 11/09/2016                                | Common Stock  | 10,000                        |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |           |       |
|--|---------------|-----------|-----------|-------|
|  | Director      | 10% Owner | Officer   | Other |
| Landa Matthew<br>10182 TELESIS COURT<br>SUITE 100<br>SAN DIEGO, CA 92121 | X             |           | President |       |

## Signatures

|                                    |            |
|------------------------------------|------------|
| /s/ Matthew<br>Landa               | 07/06/2012 |
| **Signature of<br>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) Mr. Landa is the trustee of The Landa Family Trust utd May 18, 2007 and has voting and dispositive power with respect to these shares. Mr. Landa disclaims beneficial ownership except to the extent of his pecuniary interest therein.
  - (2) The sales reported in this Form 4 were effected pursuant to a Rule 10-b5-1 trading plan adopted by the reporting person on September 15, 2011.
  - (3) The sale prices for this transaction ranged from \$15.10 to \$15.57; the filer hereby agrees to provide, upon request, full information regarding the number of shares sold at each separate price.
  - (4) The sale prices for this transaction ranged from \$15.15 to \$15.54; the filer hereby agrees to provide, upon request, full information regarding the number of shares sold at each separate price.
  - (5) The options are fully vested and exercisable as of the date of this report.

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.