

Edgar Filing: LIVEPERSON INC - Form SC 13G

LIVEPERSON INC  
Form SC 13G  
August 02, 2007

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

-----  
SCHEDULE 13G

Under the Securities Exchange Act of 1934  
(Amendment No. )

LIVEPERSON, INC.

-----  
(Name of Issuer)

Common Stock, \$.001 par value per share

-----  
(Title of Class of Securities)

538146101

-----  
(CUSIP Number)

July 23, 2007

-----  
(Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this  
Schedule is filed:

[ ] Rule 13d-1(b)

[X] Rule 13d-1(c)

[ ] Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's  
initial filing on this form with respect to the subject class of securities, and  
for any subsequent amendment containing information which would alter the  
disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed  
to be "filed" for the purpose of Section 18 of the Securities Exchange Act of  
1934 ("Act") or otherwise subject to the liabilities of that section of the Act  
but shall be subject to all other provisions of the Act (however, see the  
Notes).

Continued on following pages  
Page 1 of 12 Pages  
Exhibit Index: Page 11

Edgar Filing: LIVEPERSON INC - Form SC 13G

SCHEDULE 13G

CUSIP No.: 538146101

Page 2 of 12 Pages

1. Names of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

ANCHORAGE CAPITAL MASTER OFFSHORE, LTD.

98-0418059

2. Check the Appropriate Box if a Member of a Group

(a)

(b)

3. SEC Use Only

4. Citizenship or Place of Organization

Cayman Islands

Number of Shares Beneficially Owned by Each Reporting Person With	5.	Sole Voting Power	2,472,573
	6.	Shared Voting Power	0
	7.	Sole Dispositive Power	2,472,573
	8.	Shared Dispositive Power	0

9. Aggregate Amount Beneficially Owned by Each Reporting Person

2,472,573

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares  
(See Instructions)

11. Percent of Class Represented by Amount in Row (9)

5.8% based on 42,978,479 shares outstanding as of May 9, 2007.

12. Type of Reporting Person:

00

SCHEDULE 13G

CUSIP No.: 538146101

Page 3 of 12 Pages

1. Names of Reporting Persons.

Edgar Filing: LIVEPERSON INC - Form SC 13G

I.R.S. Identification Nos. of above persons (entities only).

ANCHORAGE ADVISORS, L.L.C.  
20-0042271

2. Check the Appropriate Box if a Member of a Group

(a)

(b)

3. SEC Use Only

4. Citizenship or Place of Organization

Delaware

Number of Shares Beneficially Owned by Each Reporting Person With	5.	Sole Voting Power	2,472,573
	6.	Shared Voting Power	0
	7.	Sole Dispositive Power	2,472,573
	8.	Shared Dispositive Power	0

9. Aggregate Amount Beneficially Owned by Each Reporting Person

2,472,573

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares  
(See Instructions)

11. Percent of Class Represented by Amount in Row (9)

5.8% based on 42,978,479 shares outstanding as of May 9, 2007.

12. Type of Reporting Person:

OO, IA

SCHEDULE 13G

CUSIP No.: 538146101

Page 4 of 12 Pages

1. Names of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

ANCHORAGE ADVISORS MANAGEMENT, L.L.C.  
20-0042478

2. Check the Appropriate Box if a Member of a Group

(a)

Edgar Filing: LIVEPERSON INC - Form SC 13G

(b)

3. SEC Use Only

4. Citizenship or Place of Organization

Delaware

Number of Shares Beneficially Owned by Each Reporting Person With	5.	Sole Voting Power	2,472,573
	6.	Shared Voting Power	0
	7.	Sole Dispositive Power	2,472,573
	8.	Shared Dispositive Power	0

9. Aggregate Amount Beneficially Owned by Each Reporting Person  
2,472,573

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares  
(See Instructions)

11. Percent of Class Represented by Amount in Row (9)

5.8% based on 42,978,479 shares outstanding as of May 9, 2007.

12. Type of Reporting Person:

OO, HC

SCHEDULE 13G

CUSIP No.: 538146101

Page 5 of 12 Pages

1. Names of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

ANTHONY L. DAVIS

2. Check the Appropriate Box if a Member of a Group

(a)

(b)

3. SEC Use Only

4. Citizenship or Place of Organization

United States of America

5.	Sole Voting Power	2,472,573
----	-------------------	-----------

Edgar Filing: LIVEPERSON INC - Form SC 13G

Number of Shares Beneficially Owned by Each Reporting Person With	6.	Shared Voting Power	0
	7.	Sole Dispositive Power	2,472,573
	8.	Shared Dispositive Power	0

9. Aggregate Amount Beneficially Owned by Each Reporting Person  
2,472,573

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions)  
[ ]

11. Percent of Class Represented by Amount in Row (9)  
5.8% based on 42,978,479 shares outstanding as of May 9, 2007.

12. Type of Reporting Person:  
IN, HC

SCHEDULE 13G

CUSIP No.: 538146101

Page 6 of 12 Pages

1. Names of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only).

KEVIN M. ULRICH

2. Check the Appropriate Box if a Member of a Group

(a) [ ]

(b) [X]

3. SEC Use Only

4. Citizenship or Place of Organization

Canada

Number of Shares Beneficially Owned by Each Reporting Person With	5.	Sole Voting Power	2,472,573
	6.	Shared Voting Power	0
	7.	Sole Dispositive Power	2,472,573
	8.	Shared Dispositive Power	0

9. Aggregate Amount Beneficially Owned by Each Reporting Person  
2,472,573

## Edgar Filing: LIVEPERSON INC - Form SC 13G

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares  
(See Instructions)

[ ]

11. Percent of Class Represented by Amount in Row (9)

5.8% based on 42,978,479 shares outstanding as of May 9, 2007.

12. Type of Reporting Person:

IN, HC

Page 7 of 12 Pages

Item 1(a). Name of Issuer:

LivePerson, Inc. (the "Issuer").

Item 1(b). Address of Issuer's Principal Executive Offices:

462 Seventh Avenue, New York, NY 10018

Item 2(a). Name of Person Filing:

This Statement is filed on behalf of each of the following persons  
(collectively, the "Reporting Persons"):

i) Anchorage Capital Master Offshore, Ltd. ("Anchorage Offshore");

ii) Anchorage Advisors, L.L.C. ("Advisors");

iii) Anchorage Advisors Management, L.L.C. ("Management");

iv) Anthony L. Davis ("Mr. Davis"); and

v) Kevin M. Ulrich ("Mr. Ulrich").

This statement relates to Shares (as defined herein) held for the account of Anchorage Offshore. Advisors is the investment advisor to Anchorage Offshore. Management is the sole managing member of Advisors. Mr. Davis is the President of Advisors and a managing member of Management, and Mr. Ulrich is the Chief Executive Officer of Advisors and the other managing member of Management.

Item 2(b). Address of Principal Business Office or, if None, Residence:

The address of the principal business office of each of the Reporting Persons is 610 Broadway, 6th Floor, New York, NY 10012.

Item 2(c). Citizenship:

1) Anchorage Offshore is a Cayman Islands exempted company incorporated with limited liability;

2) Advisors is a Delaware limited liability company;

3) Management is a Delaware limited liability company;

Edgar Filing: LIVEPERSON INC - Form SC 13G

- 4) Mr. Davis is a citizen of the United States of America; and
- 5) Mr. Ulrich is a citizen of Canada.

Page 8 of 12 Pages

Item 2(d). Title of Class of Securities:

Common Stock, \$.001 par value per share (the "Shares")

Item 2(e). CUSIP Number:

538146101

Item 3. If This Statement is Filed Pursuant to ss.ss.240.13d-1(b) or 240.13d-2(b) or (c), Check Whether the Person Filing is a:

This Item 3 is not applicable.

Item 4. Ownership:

Item 4(a) Amount Beneficially Owned:

As of the date hereof, each of the Reporting Persons may be deemed beneficial owner of 2,472,573 Shares.

Item 4(b) Percent of Class:

The number of Shares of which the Reporting Persons may be deemed to be the beneficial owner constitutes approximately 5.8% of the total number of Shares outstanding (based upon information provided by the Issuer in its most recently-filed quarterly report on Form 10-Q, there were 42,978,479 shares outstanding as of May 9, 2007).

Item 4(c) Number of Shares of which such person has:

Anchorage Offshore:  
-----

(i) Sole power to vote or direct the vote:	2,472,573
(ii) Shared power to vote or direct the vote:	0
(iii) Sole power to dispose or direct the disposition of:	2,472,573
(iv) Shared power to dispose or direct the disposition of:	0

Advisors:  
-----

(i) Sole power to vote or direct the vote:	2,472,573
(ii) Shared power to vote or direct the vote:	0
(iii) Sole power to dispose or direct the disposition of:	2,472,573
(iv) Shared power to dispose or direct the disposition of:	0

Management:

Edgar Filing: LIVEPERSON INC - Form SC 13G

-----

(i) Sole power to vote or direct the vote:	2,472,573
(ii) Shared power to vote or direct the vote:	0
(iii) Sole power to dispose or direct the disposition of:	2,472,573

Page 9 of 12 Pages

(iv) Shared power to dispose or direct the disposition of:	0
--	---

Mr. Davis:

-----

(i) Sole power to vote or direct the vote:	2,472,573
(ii) Shared power to vote or direct the vote:	0
(iii) Sole power to dispose or direct the disposition of:	2,472,573
(iv) Shared power to dispose or direct the disposition of:	0

Mr. Ulrich:

-----

(i) Sole power to vote or direct the vote:	2,472,573
(ii) Shared power to vote or direct the vote:	0
(iii) Sole power to dispose or direct the disposition of:	2,472,573
(iv) Shared power to dispose or direct the disposition of:	0

Item 5. Ownership of Five Percent or Less of a Class:

This Item 5 is not applicable.

Item 6. Ownership of More than Five Percent on Behalf of Another Person:

This Item 6 is not applicable.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company:

This Item 7 is not applicable

Item 8. Identification and Classification of Members of the Group:

See disclosure in Item 2 hereof.

Item 9. Notice of Dissolution of Group:

This Item 9 is not applicable.

Item 10. Certification:



Edgar Filing: LIVEPERSON INC - Form SC 13G

By signing below each of the Reporting Persons certifies that, to the best of their knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

Page 10 of 12 Pages

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: August 2, 2007 ANCHORAGE CAPITAL MASTER OFFSHORE LTD.  
By: /s/ Kevin M. Ulrich  
-----  
Name: Kevin M. Ulrich  
Title: Director

Date: August 2, 2007 ANCHORAGE ADVISORS, L.L.C.  
By: Anchorage Advisors Management, L.L.C.,  
its Managing Member  
By: /s/ Anthony L. Davis  
-----  
Name: Anthony L. Davis  
Title: Managing Member

Date: August 2, 2007 ANCHORAGE ADVISORS MANAGEMENT, L.L.C.  
By: /s/ Anthony L. Davis  
-----  
Name: Anthony L. Davis  
Title: Managing Member

Date: August 2, 2007 ANTHONY L. DAVIS  
/s/ Anthony L Davis  
-----

Date: August 2, 2007 KEVIN M. ULRICH  
/s/ Kevin M. Ulrich  
-----

Page 11 of 12 Pages

EXHIBIT INDEX

Ex.

Page No.

Edgar Filing: LIVEPERSON INC - Form SC 13G

--

-----

A Joint Filing Agreement, dated August 2, 2007 by and among Reporting Persons.....

12

Page 12 of 12 Pages

EXHIBIT A

JOINT FILING AGREEMENT

The undersigned hereby agree that the statement on Schedule 13G with respect to the Common Stock of LivePerson, Inc. dated as of August 2, 2007 is, and any amendments thereto (including amendments on Schedule 13D) signed by each of the undersigned shall be, filed on behalf of each of us pursuant to and in accordance with the provisions of Rule 13d-1(k) under the Securities Exchange Act of 1934, as amended.

Date: August 2, 2007 ANCHORAGE CAPITAL MASTER OFFSHORE LTD.
By: /s/ Kevin M. Ulrich
Name: Kevin M. Ulrich
Title: Director

Date: August 2, 2007 ANCHORAGE ADVISORS, L.L.C.
By: Anchorage Advisors Management, L.L.C., its Managing Member
By: /s/ Anthony L. Davis
Name: Anthony L. Davis
Title: Managing Member

Date: August 2, 2007 ANCHORAGE ADVISORS MANAGEMENT, L.L.C.
By: /s/ Anthony L. Davis
Name: Anthony L. Davis
Title: Managing Member

Date: August 2, 2007 ANTHONY L. DAVIS
/s/ Anthony L Davis

Date: August 2, 2007 KEVIN M. ULRICH
/s/ Kevin M. Ulrich