

SWAN ROBERT HOLMES
Form 4
July 25, 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

(Last) (First) (Middle)

C/O EBAY INC., 2145 HAMILTON AVE

(Street)

SAN JOSE, CA 95125

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
07/23/2012

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)

SVP, Finance & CFO

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 | 07/23/2012 | | M | | 87,500 | A | \$ 39 |
| Common Stock | 07/23/2012 | | S | | 87,500 (1) | D | \$ 43.2882 (2) |
| Common Stock | 07/23/2012 | | M | | 87,500 | A | \$ 28.36 |
| Common Stock | 07/23/2012 | | S | | 87,500 (1) | D | \$ 43.2795 (3) |
| | 07/23/2012 | | M | | 50,000 | A | \$ 28.36 |

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Common
Stock

| | | | | | | | |
|-----------------|------------|---|----------------------|---|-----------------------------|---------|---|
| Common Stock | 07/23/2012 | S | 50,000 <u>(1)</u> | D | \$ 43.2543 <u>(4)</u> | 384,659 | D |
|-----------------|------------|---|----------------------|---|-----------------------------|---------|---|

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 Security (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| | | | | Code | V (A) (D) | Date Exercisable Expiration Date | Title Amount Number Shares |
| Non-Qualified Stock Option (right to buy) | \$ 28.36 | 07/23/2012 | | M | 87,500 | <u>(5)</u> 09/29/2013 | Common Stock 87, |
| Non-Qualified Stock Option (right to buy) | \$ 28.36 | 07/23/2012 | | M | 50,000 | <u>(5)</u> 09/29/2013 | Common Stock 50, |
| Non-Qualified Stock Option (right to buy) | \$ 39 | 07/23/2012 | | M | 87,500 | <u>(5)</u> 03/31/2013 | Common Stock 87, |
| Non-Qualified Stock Option (right to buy) | \$ 10.5 | | | | | <u>(6)</u> 03/02/2016 | Common Stock 171 |
| Non-Qualified Stock Option (right to buy) | \$ 13.19 | | | | | <u>(7)</u> 02/13/2016 | Common Stock 250 |
| Non-Qualified Stock Option (right to buy) | \$ 23.88 | | | | | <u>(8)</u> 03/01/2017 | Common Stock 250 |
| Non-Qualified Stock Option (right to buy) | \$ 25.85 | | | | | <u>(9)</u> 03/03/2015 | Common Stock 171 |

| | | | | | |
|---|-------------|-------------|-------------|-----------------|-----|
| Non-Qualified Stock Option (right to buy) | \$ 26.36 | <u>(7)</u> | 08/08/2015 | Common Stock | 250 |
| Non-Qualified Stock Option (right to buy) | \$ 31.93 | <u>(10)</u> | 03/01/2014 | Common Stock | 204 |
| Non-Qualified Stock Option (right to buy) | \$ 32.29 | <u>(11)</u> | 03/01/2018 | Common Stock | 150 |
| Non-Qualified Stock Option (right to buy) | \$ 36.59 | <u>(12)</u> | 04/02/2019 | Common Stock | 54, |
| Restricted Stock Units -3 | <u>(13)</u> | <u>(14)</u> | <u>(15)</u> | Common Stock | 30, |
| Restricted Stock Units -4 | <u>(13)</u> | <u>(16)</u> | <u>(15)</u> | Common Stock | 31, |
| Restricted Stock Units -5 | <u>(13)</u> | <u>(17)</u> | <u>(15)</u> | Common Stock | 28, |
| Restricted Stock Units -6 | <u>(13)</u> | <u>(18)</u> | <u>(15)</u> | Common Stock | 27, |

Reporting Owners

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

Signatures

Robert Holmes
Swan

07/25/2012

**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 \$43.04 to \$43.49.
- (3) Represents the weighted average price of shares sold at prices that ranged from \$43.05 to \$43.48.
- (4) Represents the weighted average price of shares sold at prices that ranged from \$43.05 to \$43.42.
- (5) The option grant is subject to a four-year vesting schedule, vesting 25% on 3/16/07 and 1/48th per month thereafter.

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- (6) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/09 and 1/48th per month thereafter.
- (7) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 2/8/09 and 1/48th per month thereafter.
- (8) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/10 and 1/48th per month thereafter.
- (9) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/08 and 1/48th per month thereafter.
- (10) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/07 and 1/48th per month thereafter.
- (11) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/11 and 1/48th per month thereafter.
- (12) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 10/1/12 and 1/48th per month thereafter.
- (13) Each restricted stock unit represents a contingent right to receive one share of eBay's common stock.

- The reporting person received 121,000 restricted stock units subject to a four-year vesting schedule, vesting 25% on 3/1/10 and 25% each year thereafter. Upon vesting, the reporting person will receive a number of shares of common stock equal to the number of restricted stock units that have vested.
- (14) Not Applicable.

- The reporting person received 62,500 restricted stock units subject to a four-year vesting schedule, vesting 25% on 3/1/11 and 25% each year thereafter. Upon vesting, the reporting person will receive a number of shares of common stock equal to the number of restricted stock units that have vested.
- (16) Not Applicable.

- The reporting person received 37,500 restricted stock units subject to a four-year vesting schedule, vesting 25% on 3/1/12 and 25% each year thereafter. Upon vesting, the reporting person will receive a number of shares of common stock equal to the number of restricted stock units that have vested.
- (17) Not Applicable.

- The reporting person received 27,000 restricted stock units subject to a four-year vesting schedule, vesting 25% on 4/1/13 and 25% each year thereafter. Upon vesting, the reporting person will receive a number of shares of common stock equal to the number of restricted stock units that have vested.
- (18) Not Applicable.

Remarks:

In addition, Table I, Column 5, includes 852 shares acquired under eBay's Employee Stock Purchase Plan on April 30, 2012.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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