#### Edgar Filing: GENTZKOW PAUL F - Form 4

GENTZKO Form 4	W PAUL F										
February 06 FORN Check th if no lon	<b>A 4 UNITED</b>		Wa	shing	ton,	, D.C. 205	49		OMMISSION	OMB AF OMB Number: Expires:	PROVAL 3235-0287 January 31, 2005
subject to Section Form 4 Form 5 obligation may cor <i>See</i> Insta 1(b).	Tiled pur Data Single Consecution 17(	csuant to S (a) of the l	Section 1 Public U	SEC 6(a) o ftility I	CUR of th Hole	<b>RITIES</b> le Securitie	es Exe pany	change Act of 1	ERSHIP OF Act of 1934, 935 or Section	Estimated a burden hour response	verage
1. Name and	Address of Reporting	Person <u>*</u>	Symbol HALF	ROBE	RT	I Ticker or T		Í	i. Relationship of l ssuer (Check	Reporting Pers	
(Month			(Month/I	ate of Earliest Transaction nth/Day/Year) 03/2012					Director _X Officer (give elow) Presi		Owner er (specify
MENLO P	(Street) ARK, CA 94025		4. If Ame Filed(Mo			ate Original			<ul> <li>Individual or Joi</li> <li>Applicable Line)</li> <li>X_ Form filed by O</li> <li>Form filed by Maximum</li> </ul>	ne Reporting Pe	rson
(City)	(State)	(Zip)	Tab	le I - N	on-I	Derivative So	ecuriti		Person red, Disposed of,	or Beneficial	lv Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deem Execution any (Month/D	ed Date, if	3. Transa Code (Instr.	actio 8)		es Acqu d of (E	uired (A)	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	02/03/2012			Code M	V	Amount 221,100	(D) A	Price \$ 16.95	1,100,379	D (1)	
Common Stock	02/03/2012			F		171,475	D	\$ 29.6	928,904	D	
Common Stock	07/28/2011			G	V	2,500	D	\$0	0	I <u>(1)</u>	By GRATs
Common Stock	07/28/2011			G	V	1,250	А	\$0	1,250	I <u>(1)</u>	By son

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

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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.

# 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. Transactio Code (Instr. 8)	<ol> <li>5. Number of actionDerivative Securities</li> <li>8) Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)</li> </ol>		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	,	(D)	Date Exercisable	Expiration Date	Title	Amount o Number o Shares
Option (Right to Buy)	\$ 16.95	02/03/2012		М		221,100	10/30/2006	10/30/2012	Common Stock	221,10

## **Reporting Owners**

Reporting Owner Name / Address	Relationships							
1	Director	10% Owner	Officer	Other				
GENTZKOW PAUL F								
2884 SAND HILL ROAD			President & COO					
MENLO PARK, CA 94025								
<u>o</u> ' ,								

## Signatures

/s/ Paul F. Gentzkow <u>\*\*Signature of</u> Reporting Person 02/06/2012 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).

Reflects (a) distributions by various GRATs of shares to Reporting Person and (b) gift transfers by such GRATs of shares to relatives of Reporting Person. As a result of such distributions and transfers, 40,000 shares that were reported as indirectly held by GRATs are

(1) Reporting Person. As a result of such distributions and transfers, 40,000 shares that were reported as indirectly field by GKATs are distributed as follows: (a) 37,500 shares are now reported as directly held by Reporting Person, (b) 1,250 shares are no longer subject to reporting and (c) 1,250 shares are reported as indirectly held by Reporting Person's son.

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.