Edgar Filing: CHANNELADVISOR CORP - Form 4

CHANNELA Form 4 August 05, 20	ADVISOR COR	Р									
FORM	4 UNITED	Washington, D.C. 20549							-	PPROVAL 3235-0287	
subject to Section 16. SECURITIES STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES Estimate					Expires: Estimated a burden hou response n	•					
(Print or Type R	lesponses)										
Spitz David J S			2. Issuer Name and Ticker or Trading Symbol CHANNELADVISOR CORP [ECOM]				g	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Month/I			3. Date of (Month/Da 08/05/20	-			Director 10% Owner X Officer (give title Other (specify below) below) President and COO				
Filed(Mon			ndment, Date Original hth/Day/Year)			 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting 					
	LLE, NC 27560							Person			
(City)	(State)	(Zip)					-	uired, Disposed of		•	
1.Title of Security (Instr. 3)	2. Transaction Dat (Month/Day/Year)		n Date, if	3. Transactic Code (Instr. 8) Code V	4. Securit on(A) or Di (Instr. 3, 4) Amount	sposed	of (D)	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	08/05/2014			М	75,482	А	\$ 2.24	191,626	D		

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

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 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)	5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exer Expiration D (Month/Day,	ate	7. Title and J Underlying S (Instr. 3 and	Securities
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 2.24	08/05/2014		М	68,575	<u>(1)</u>	09/30/2020	Common Stock	68,575
Employee Stock Option (right to buy)	\$ 2.24	08/05/2014		М	6,907	(2)	08/29/2021	Common Stock	6,907

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Reporting Owners

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		
Spitz David J C/O CHANNELADVISOR CORPORATION 2701 AERIAL CENTER PARKWAY MORRISVILLE, NC 27560			President and COO			
Signatures						

/s/ Diana S. Allen,	08/05/2014
Attorney-in-fact	00/03/2014

**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) This option vested in 16 equal quarterly installments, beginning on October 1, 2010 and continuing through July 1, 2014.
- One-fourth of the shares underlying this option vested on January 1, 2012, and the remainder vests in 12 equal quarterly installments (2)through January 1, 2015, subject to the reporting person's continued service with the issuer as of the applicable vesting date.

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.