Edgar Filing: ELOYALTY CORP - Form 4

Form 4	CORP										
November 1'	7, 2005										
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION									PPROVAL 3235-0287		
Check this box if no longer subject to Section 16. Form 4 or				nington,	ngton, D.C. 20549					January 31,	
				NGES IN BENEFICIAL OWNERSHIP OF SECURITIES					Expires: 2009 Estimated average burden hours per response 0.9		
Form 5 obligation may cont See Instru 1(b).	ns Section 17(a		lic Uti	lity Hold	ing Con	npany	Act o	ge Act of 1934, f 1935 or Sectio 40	n		
(Print or Type F	Responses)										
MURRAY MICHAEL JOHN Symbol			nbol	er Name and Ticker or Trading ALTY CORP [ELOY]				5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First) (N		3. Date of Earliest Transaction (Chec					k all applicable)			
				th/Day/Year) 5/2005				X_ Director10% Owner Officer (give titleOther (specify below)Other (specify			
				endment, Date Original onth/Day/Year)				 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person 			
LAKE FOR	EST, IL 60045							Form filed by M Person	Iore than One Ro	eporting	
(City)	(State)	Zip)	Table	I - Non-Do	erivative	Secur	ities Aco	quired, Disposed of	f, or Beneficial	lly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Da any (Month/Day/		3.4. Securities AcquiredTransaction(A) or Disposed ofCode(D)(Instr. 8)(Instr. 3, 4 and 5)				Securities Beneficially Owned	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		
				Code V	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)	(
Common Stock	11/15/2005			Р	7,400	А	\$ 6.85	58,970	D		
Common Stock	11/16/2005			Р	2,500	А	\$ 7.53	61,470	D		

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.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
 (e.g., puts, calls, warrants, options, convertible securities)

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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. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Secur	unt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships						
1 8	Director	10% Owner	Officer	Other			
MURRAY MICHAEL JOHN 150 FIELD DRIVE SUITE 250 LAKE FOREST, IL 60045	Х						
Signatures							
Robert S. Wert, Attorney-in-fact	11	/17/2005					
<u>**</u> 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).

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.