

COMSCORE, INC.

Form 3

February 02, 2016

**FORM 3****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104

Expires: January 31, 2005

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**INITIAL STATEMENT OF 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 \*

Â Rosenthal Brent David

(Last)

(First)

(Middle)

2. Date of Event Requiring  
Statement

(Month/Day/Year)

01/29/2016

3. Issuer Name **and** Ticker or Trading Symbol  
COMSCORE, INC. [SCOR]4. Relationship of Reporting  
Person(s) to Issuer5. If Amendment, Date Original  
Filed(Month/Day/Year)67 PARK PLACE,Â C/O WR  
HUFF ASSET MANAGEMENT

(Street)

(Check all applicable)

☒ Director ☐ 10% Owner  
☐ Officer ☐ Other  
(give title below) (specify below)6. Individual or Joint/Group  
Filing(Check Applicable Line)  
☒ Form filed by One Reporting  
Person  
☐ Form filed by More than One  
Reporting Person

MORRISTOWN,Â NJÂ 07960

(City)

(State)

(Zip)

**Table I - Non-Derivative Securities Beneficially Owned**1. Title of Security  
(Instr. 4)2. Amount of Securities  
Beneficially Owned  
(Instr. 4)3. Ownership  
Form:  
Direct (D)  
or Indirect  
(I)  
(Instr. 5)4. Nature of Indirect Beneficial  
Ownership  
(Instr. 5)

Common Stock

69,440

D

Â

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

SEC 1473 (7-02)

**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 Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**1. Title of Derivative  
Security  
(Instr. 4)2. Date Exercisable and  
Expiration Date  
(Month/Day/Year)

Date Exercisable

3. Title and Amount of  
Securities Underlying  
Derivative Security  
(Instr. 4)

Title

4. Conversion  
or Exercise  
Price of  
Derivative  
Security5. Ownership  
Form of  
Derivative  
Security:  
Direct (D)6. Nature of Indirect  
Beneficial  
Ownership  
(Instr. 5)

# Edgar Filing: COMSCORE, INC. - Form 3

		Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Stock Option Right to Buy	12/23/2011 <sup>(1)</sup>	12/23/2020	Common Stock	28,750	\$ 25.86 <sup>(2)</sup>	D	Â
Stock Option Right to Buy	08/30/2011 <sup>(3)</sup>	08/30/2021	Common Stock	21,350	\$ 13.1 <sup>(2)</sup>	D	Â
Stock Option Right to Buy	08/23/2013 <sup>(4)</sup>	08/23/2022	Common Stock	17,450	\$ 15.34 <sup>(2)</sup>	D	Â
Stock Option Right to Buy	08/23/2013 <sup>(4)</sup>	08/15/2023	Common Stock	13,369	\$ 20.11 <sup>(2)</sup>	D	Â
Stock Option Right to Buy	08/13/2015 <sup>(5)</sup>	08/13/2024	Common Stock	6,057	\$ 40.8 <sup>(2)</sup>	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Rosenthal Brent David 67 PARK PLACE C/O WR HUFF ASSET MANAGEMENT MORRISTOWN,Â NJÂ 07960	Â X	Â	Â	Â

## Signatures

/s/ Christiana Lin,  
Attorney-in-Fact

02/01/2016

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) Granted pursuant to the terms of Rentrak Corporation 2005 Stock Incentive Plan. Award vested in four equal installments on 12/23/2011, 12/23/2012, 12/23/2013 and 12/23/2014. Option is fully exercisable.
- (2) Exercise price reflects converted value pursuant to the acquisition of Rentrak Corporation.
- (3) Granted pursuant to the terms of Rentrak Corporation 2011 Stock Incentive Plan. Award vested fully on 08/30/2011. Option is fully exercisable.
- (4) Granted pursuant to the terms of Rentrak Corporation 2011 Stock Incentive Plan. Award vested fully on 08/23/2013. Option is fully exercisable.
- (5) Granted pursuant to the terms of Rentrak Corporation 2011 Stock Incentive Plan. Award vested fully on 08/13/2015. Option is fully exercisable.

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### Remarks:

ThisÂ FormÂ 3Â isÂ beingÂ filedÂ inÂ conjunctionÂ withÂ BrentÂ D.Â Rosenthal'sÂ appointmentÂ asÂ aÂ DirectorÂ pur

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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