

LIVEWORLD INC
 Form 3
 July 16, 2007

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

OMB APPROVAL

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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 * | | | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol | |
| J. Walter Thompson U.S.A., Inc. | | | (Month/Day/Year) | LIVEWORLD INC [LVWD.PK] | |
| (Last) | (First) | (Middle) | | 4. Relationship of Reporting Person(s) to Issuer | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| 466 LEXINGTON AVENUE,Â | | | | (Check all applicable) | 6. Individual or Joint/Group Filing(Check Applicable Line) |
| (Street) | | | | ____ Director | <input checked="" type="checkbox"/> 10% Owner |
| NEW YORK,Â NYÂ 10017 | | | | ____ Officer | ____ Other |
| (City) | (State) | (Zip) | | (give title below) | (specify below) |
| | | | | | ____ Form filed by One Reporting Person |
| | | | | | <input checked="" type="checkbox"/> Form filed by More than One Reporting Person |

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, \$0.001 per share | 4,625,666 | I | See Footnote ⁽¹⁾ |

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) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) Title | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---|---|---|--|---|--|
|---|---|---|--|---|--|

| Date Exercisable | Expiration Date | Amount or Number of Shares | or Indirect (I) (Instr. 5) |
|---------------------|--------------------|----------------------------------|----------------------------------|
|---------------------|--------------------|----------------------------------|----------------------------------|

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| J.Walter Thompson U.S.A., Inc. 466 LEXINGTON AVENUE NEW YORK, NY 10017 | ^ | ^ X | ^ | ^ |
| J.Walter Thompson CO 466 LEXINGTON AVENUE NEW YORK, NY 10017 | ^ | ^ X | ^ | ^ |
| WPP Group Holdings Corp. 125 PARK AVENUE 4TH FLOOR NEW YORK, NY 10017 | ^ | ^ X | ^ | ^ |
| WPP Group USA, Inc. 125 PARK AVENUE 4TH FLOOR NEW YORK, NY 10017 | ^ | ^ X | ^ | ^ |
| WPPIH 2001, Inc. 125 PARK AVENUE NEW YORK, NY 10017 | ^ | ^ X | ^ | ^ |
| Cygnnet Holdings Inc. 125 PARK AVENUE 4TH FLOOR NEW YORK, NY 10017 | ^ | ^ X | ^ | ^ |
| YOUNG & RUBICAM INC. 285 MADISON AVENUE NEW YORK, NY 10017 | ^ | ^ X | ^ | ^ |
| York Merger Square 2004 Corp. 125 PARK AVENUE 4TH FLOOR NEW YORK, NY 10017 | ^ | ^ X | ^ | ^ |
| WPP Group US Investments, Inc. 125 PARK AVENUE 4TH FLOOR NEW YORK, NY 10017 | ^ | ^ X | ^ | ^ |
| WPP US Investments BV WILHELMINAPLEIN 10 DE ROTTERDAM, P 3072 | ^ | ^ X | ^ | ^ |

Signatures

| | |
|---|------------|
| /s/ Thomas O. Neuman - Assistant Treasurer | 07/16/2007 |
| __Signature of Reporting Person | Date |
| /s/ Thomas O. Neuman - Assistant Treasurer | 07/16/2007 |
| __Signature of Reporting Person | Date |
| /s/ Thomas O. Neuman - Vice President - Taxes | 07/16/2007 |
| __Signature of Reporting Person | Date |
| /s/ Kevin Farewell - Assistant Treasurer, Vice President and Senior Tax Counsel | 07/16/2007 |
| __Signature of Reporting Person | Date |
| /s/ Kevin Farewell - Secretary | 07/16/2007 |
| __Signature of Reporting Person | Date |
| /s/ Kevin Farewell - Secretary | 07/16/2007 |
| __Signature of Reporting Person | Date |
| /s/ Kevin Farewell - Vice-President Senior Tax Counsel | 07/16/2007 |
| __Signature of Reporting Person | Date |
| /s/ Kevin Farewell - Secretary | 07/16/2007 |
| __Signature of Reporting Person | Date |
| /s/ Kevin Farewell - Vice President, Senior Tax Counsel | 07/16/2007 |
| __Signature of Reporting Person | Date |
| /s/ Astrid van Heulen - Mulder - Managing Director | 07/16/2007 |
| __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) As of the date of this filing, J. Walter Thompson U.S.A., Inc. beneficially owns an aggregate of 4,625,666 shares of common stock of the Issuer (the "Shares"), including 2,625,666 shares of common stock and 2,000,000 shares of common stock issuable upon the exercise of warrants. Each of the other reporting persons on this Form 3 is a direct or indirect parent of J. Walter Thompson U.S.A., Inc. and may therefore be deemed to beneficially own the Shares.

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.