### Edgar Filing: HOAG JAY C - Form 4

HOAG JA Form 4 August 01,										
FOR	ЛЛ								OMB A	PPROVAL
	UNITED	STATES						OMMISSION	OMB Number:	3235-0287
Washington, D.C. 20549Washington, D.C. 20549Check this box if no longer subject to Section 16.STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIESSTATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIESForm 4 or Form 5 obligations may continue.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 								Expires: January 2 Estimated average burden hours per response		
(Print or Type	e Responses)									
1. Name and HOAG JA	Address of Reporting	g Person <u>*</u>	Symbol	uer Name <b>a</b> I LIX INC			0	5. Relationship of Issuer		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction					(Check	k all applicabl	le)
	HNOLOGY CROS ES, 528 RAMON		(Month 07/28/	/Day/Year) /2011			:	X Director Officer (give t below)		% Owner her (specify
	(Street)			nendment, l Ionth/Day/Ye	-	nal		6. Individual or Jo Applicable Line) _X_ Form filed by O Form filed by M	one Reporting F	Person
PALO AL	TO, CA 94301							Person		eporting
(City)	(State)	(Zip)	Та	ble I - Non	-Derivati	ve Sec	curities Acqu	ired, Disposed of,	, or Beneficia	ally Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deeme Execution I any (Month/Da	Date, if	3. Transactic Code (Instr. 8) Code V	onor Dispo (Instr. 3,	sed of 4 and (A) or		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	07/28/2011			M	490	A	\$ 101.99	490	D (1)	
Common Stock	07/28/2011			М	466	A	\$ 107.29	956	D (1)	
Common Stock	07/28/2011			М	456	A	\$ 109.66	1,412	D (1)	
Common Stock	07/28/2011			М	491	А	\$ 101.88	1,903	D (1)	
Common Stock	07/28/2011			М	371	А	\$ 134.91	2,274	D (1)	

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Common Stock	07/28/2011		М	323	А	\$ 154.66	2,597	D (1)	
Common Stock	07/28/2011		М	299	A	\$ 167.67	2,896	D (1)	
Common Stock	07/28/2011		М	250	А	\$ 200.14	3,146	D (1)	
Common Stock	07/28/2011		М	280	А	\$ 178.41	3,426	D (1)	
Common Stock	07/28/2011		М	235	А	\$ 212.9	3,661	D (1)	
Common Stock	07/28/2011		М	244	А	\$ 204.63	3,905	D (1)	
Common Stock	07/28/2011		М	207	А	\$ 242.09	4,112	D <u>(1)</u>	
Common Stock	07/28/2011		М	211	А	\$ 237.19	4,323	D (1)	
Common Stock	07/28/2011		М	187	А	\$ 267.26	4,510	D (1)	
Common Stock	07/28/2011		S	4,510	D	\$ 267.8118 (2)	0	D (1)	
Common Stock							63,854	Ι	The Hoag Family Trust U/A/ DTD 08/02/1994 (3)
Common Stock							12,396	Ι	Hamilton Investments Limited Partnership (4)
Reminder: R	eport on a separate li	ne for each class of se	ecurities bei	neficially	owned	directly or ind	lirectly.		
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.SEC 1474 (9-02)									
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned   (e.g., puts, calls, warrants, options, convertible securities)									
1. Title of Derivative Security	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)			4. Tran Code	sactionof	ber 6. Date Exe Expiration ve (Month/Da	Date	7. Title and Amount of Underlying Securities (Instr. 3 and 4)

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(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	(Instr. 8)	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)				
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amoun or Numbe of Shares
Non-Qualified Stock Option (right to buy)	\$ 101.99	07/28/2011		М	490	05/03/2010	05/03/2020	Common Stock	490
Non-Qualified Stock Option (right to buy)	\$ 107.29	07/28/2011		М	466	06/02/2010	06/02/2020	Common Stock	466
Non-Qualified Stock Option (right to buy)	\$ 109.66	07/28/2011		М	456	07/01/2010	07/01/2020	Common Stock	456
Non-Qualified Stock Option (right to buy)	\$ 101.88	07/28/2011		М	491	08/02/2010	08/02/2020	Common Stock	491
Non-Qualified Stock Option (right to buy)	\$ 134.91	07/28/2011		М	371	09/01/2010	09/01/2020	Common Stock	371
Non-Qualified Stock Option (right to buy)	\$ 154.66	07/28/2011		М	323	10/01/2010	10/01/2020	Common Stock	323
Non-Qualified Stock Option (right to buy)	\$ 167.67	07/28/2011		М	299	11/01/2010	11/01/2020	Common Stock	299
Non-Qualified Stock Option (right to buy)	\$ 200.14	07/28/2011		М	250	12/01/2010	12/01/2020	Common Stock	250
Non-Qualified Stock Option (right to buy)	\$ 178.41	07/28/2011		М	280	01/03/2011	01/03/2021	Common Stock	280
Non-Qualified Stock Option (right to buy)	\$ 212.9	07/28/2011		М	235	02/01/2011	02/01/2021	Common Stock	235
Non-Qualified Stock Option (right to buy)	\$ 204.63	07/28/2011		М	244	03/01/2011	03/01/2021	Common Stock	244
Non-Qualified	\$ 242.09	07/28/2011		М	207	04/01/2011	04/01/2021	Common	207

Stock Option (right to buy)							Stock	
Non-Qualified Stock Option (right to buy)	\$ 237.19	07/28/2011	М	211	05/01/2011	05/01/2021	Common Stock	211
Non-Qualified Stock Option (right to buy)	\$ 267.26	07/28/2011	М	187	06/01/2011	06/01/2021	Common Stock	187

## **Reporting Owners**

	Relationships					
Reporting Owner Name / Address	Director	10% Owner	Officer	Other		
HOAG JAY C C/O TECHNOLOGY CROSSOVER VENTURES 528 RAMONA STREET PALO ALTO, CA 94301	X					
Signatures						
Frederic D. Fenton, Authorized signatory for Jay C. Hoag		08/01/20	011			
**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).

Jay C. Hoag ("Hoag") has the sole voting and dispositive power over these shares; however, TCMI, Inc. has a right to 100% of the pecuniary interest in such shares. Hoag is a stockholder and director of TCMI, Inc. Hoag disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein. This does not include shares held by The Hoag Family Trust U/A DTD 08/02/1994 and Hamilton Investments Limited Partnership, which are separately reported on this Form 4.

This transaction was executed in multiple trades at prices ranging from \$267.81 to \$267.82. The price reported reflects the weighted(2) average sale price. The reporting person hereby undertakes to provide, upon written request to the SEC staff, the issuer, or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

(3) These shares are held by The Hoag Family Trust U/A DTD 08/02/1994. Hoag is a trustee of The Hoag Family Trust U/A DTD 08/02/1994. Hoag disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

These shares are held by Hamilton Investments Limited Partnership. Hoag is the sole general partner and a limited partner of Hamilton(4) Investments Limited Partnership. Hoag disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

(5) Not applicable.

Hoag has the sole voting and dispositive power over the options he holds directly; however, TCMI, Inc. has a right to 100% of the (6) pecuniary interest in such options. Hoag is a stockholder and director of TCMI, Inc. Hoag disclaims beneficial ownership of such options

and the shares he receives upon exercise of such options except to the extent of his pecuniary interest therein.

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.