

JACOBSON MICHAEL R  
Form 4  
November 02, 2010

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN 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 \*  
JACOBSON MICHAEL R

(Last) (First) (Middle)

C/O EBAY INC., 2145 HAMILTON AVE

(Street)

SAN JOSE, CA 95125

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
EBAY INC [EBAY]

3. Date of Earliest Transaction (Month/Day/Year)  
10/29/2010

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)

SVP, Legal General Counsel

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	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 Ownership (Instr. 4)			
				(A) or (D)	Price					
Common Stock	10/29/2010		M	V	115,034	A	\$ 10.0157	544,964	D	
Common Stock	10/29/2010		S		115,034	D	\$ 29.6687	429,930	D	
Common Stock								7,914	I	by Partnership

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**

SEC 1474 (9-02)

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)

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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)	Am	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Nur Sha
Non-Qualified Stock Option (right to buy)	\$ 10.0157	10/29/2010		M	115,034	(3) 01/12/2011	Common Stock	11	
Non-Qualified Stock Option (right to buy)	\$ 10.5					(4) 03/02/2016	Common Stock	91	
Non-Qualified Stock Option (right to buy)	\$ 14.5125					(5) 02/12/2012	Common Stock	50	
Non-Qualified Stock Option (right to buy)	\$ 19.3875					(6) 03/03/2013	Common Stock	50	
Non-Qualified Stock Option (right to buy)	\$ 23.88					(7) 03/01/2017	Common Stock	10	
Non-Qualified Stock Option (right to buy)	\$ 25.85					(8) 03/03/2015	Common Stock	91	
Restricted Stock Units (RSUs)	(9)					(10) (11)	Common Stock	41	
Restricted Stock Units -2	(9)					(12) (11)	Common Stock	45	
Restricted Stock Units -4	(9)					(13) (11)	Common Stock	4	
Restricted Stock Units -5	(9)					(14) (11)	Common Stock	15	
Restricted Stock Units -6	(9)					(15) (11)	Common Stock	25	

