

SWAN ROBERT HOLMES  
Form 4  
April 04, 2012

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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**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 \*  
SWAN ROBERT HOLMES

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
C/O EBAY INC., 2145 HAMILTON AVE

3. Date of Earliest Transaction (Month/Day/Year)  
04/02/2012

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
SVP, Finance & CFO

(Street)  
SAN JOSE, CA 95125

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

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| Common Stock                    |                                      |  |                                | (A) or (D) Price  | 383,807   | D  |                                   |

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

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SEC 1474 (9-02)

**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. 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) | Amount of Underlying Security (Instr. 3 and 4) |              |  |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----|---|--|--------------|--|
|  |  |                                      |  | Code                           | V   | (A)  | (D) | Date Exercisable  | Expiration Date                                | Title        | Amount of Underlying Security (Instr. 3 and 4) |
| Non-Qualified Stock Option (right to buy)  | \$ 36.59   | 04/02/2012                           |  | A                              |   | 54,000   |     | (1)   | 04/02/2019                                     | Common Stock | 54,000   |
| Restricted Stock Units -6                  | (2)  | 04/02/2012                           |  | A                              |   | 27,000   |     | (3)   | (4)  | Common Stock | 27,000   |
| Non-Qualified Stock Option (right to buy)  | \$ 10.5  |                                      |  |                                |   |  |     | (5)   | 03/02/2016                                     | Common Stock | 171,000  |
| Non-Qualified Stock Option (right to buy)  | \$ 13.19   |                                      |  |                                |   |  |     | (6)   | 02/13/2016                                     | Common Stock | 250,000  |
| Non-Qualified Stock Option (right to buy)  | \$ 23.88   |                                      |  |                                |   |  |     | (7)   | 03/01/2017                                     | Common Stock | 250,000  |
| Non-Qualified Stock Option (right to buy)  | \$ 25.85   |                                      |  |                                |   |  |     | (8)   | 03/03/2015                                     | Common Stock | 171,000  |
| Non-Qualified Stock Option (right to buy)  | \$ 26.36   |                                      |  |                                |   |  |     | (6)   | 08/08/2015                                     | Common Stock | 250,000  |
| Non-Qualified Stock Option (right to buy)  | \$ 28.36   |                                      |  |                                |   |  |     | (9)   | 09/29/2013                                     | Common Stock | 187,000  |
| Non-Qualified Stock Option (right to buy)  | \$ 31.93   |                                      |  |                                |   |  |     | (10)  | 03/01/2014                                     | Common Stock | 204,000  |
| Non-Qualified Stock Option (right to buy)  | \$ 32.29   |                                      |  |                                |   |  |     | (11)  | 03/01/2018                                     | Common Stock | 150,000  |
| Non-Qualified Stock Option (right to buy)  | \$ 39  |                                      |  |                                |   |  |     | (9)   | 03/31/2013                                     | Common Stock | 187,000  |
| Restricted Stock Units -3                  | (2)  |                                      |  |                                |   |  |     | (12)  | (4)  | Common Stock | 30,000   |
|  | (2)  |                                      |  |                                |   |  |     | (13)  | (4)  |              | 31,000   |



**Remarks:**

In addition to the equity grants described above, the compensation committee has approved: (1) performance-based restricted s

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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