

PUCCINELLI ROBERT A
Form 4
March 10, 2011

FORM 4

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
PUCCINELLI ROBERT A

(Last) (First) (Middle)

11290 PYRITES WAY, SUITE 200

(Street)

GOLD RIVER, CA 95670

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol

INSWEB CORP [INSW]

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

03/07/2011

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)

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	03/07/2011		M	36,275 A	36,275	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 Securities (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option to purchase	\$ 6.12	03/07/2011		M	314	04/17/2001	04/17/2011	Common Stock	314
Option to purchase	\$ 3	03/07/2011		M	3,333	10/16/2001	10/16/2011	Common Stock	3,333
Option to purchase	\$ 4.02	03/07/2011		M	314	07/18/2001	07/18/2011	Common Stock	314
Option to purchase	\$ 3	03/07/2011		M	314	10/16/2001	10/16/2011	common Stock	314
Option to purchase	\$ 2.05	03/07/2011		M	20,000	04/20/2006	04/20/2011	Common Stock	20,000
Option to purchase	\$ 2.65	03/07/2011		M	5,000	06/30/2006	06/30/2011	Common Stock	5,000
Option to purchase	\$ 2.3	03/07/2011		M	7,000	10/25/2006	10/25/2011	Common Stock	7,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
PUCCINELLI ROBERT A 11290 PYRITES WAY SUITE 200 GOLD RIVER, CA 95670		X		

Signatures

L Eric Loewe, Attorney in fact for Robert A Puccinelli 03/10/2011

__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).

(1) Shares acquired upon the exercise of stock options at various exercise prices

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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