

Cooper Brad F
Form 3
May 09, 2011

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 *

Â Cooper Brad F
(Last) (First) (Middle)

10850 GOLD CENTER
DR,Â SUITE 250

(Street)

RANCHO
CORDOVA,Â CAÂ 95670

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)
04/29/2011

3. Issuer Name **and** Ticker or Trading Symbol
INSWEB CORP [INSW]

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

☐ Director ☐ 10% Owner
☒ Officer ☐ Other
(give title below) (specify below)
Chief Revenue Officer

5. 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 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

667

D Â

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

SEC 1473 (7-02)

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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)

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	Date Exercisable	Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Option to purchase	04/01/2002	04/01/2012	Common Stock	2,500	\$ 4.95	D	Â
Option to purchase	04/01/2004	04/01/2014	Common Stock	5,000	\$ 5	D	Â
Option to purchase	01/25/2007	01/25/2012	Common Stock	25,000	\$ 3.48	D	Â
Option to purchase	03/07/2008	03/07/2013	Common Stock	3,000	\$ 11.04	D	Â
Option to purchase	03/11/2009	03/11/2016	Common Stock	22,000	\$ 2.1	D	Â
Option to purchase	Â <u>(1)</u>	03/30/2015	Common Stock	20,000	\$ 5.25	D	Â
Option to purchase	Â <u>(2)</u>	03/30/2015	Common Stock	18,000	\$ 5.25	D	Â
Option to purchase	Â <u>(1)</u>	12/15/2015	Common Stock	30,000	\$ 7	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Cooper Brad F 10850 GOLD CENTER DR SUITE 250 RANCHO CORDOVA, CA 95670	Â	Â	Â Chief Revenue Officer	Â

Signatures

L. Eric Loewe, Attorney in fact for Brad F.
Cooper

05/09/2011

__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) Options vest monthly over two years

(2) Options vest based on achieving specific quarterly revenue and net income targets

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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