

Bazaarvoice Inc  
Form 4  
October 15, 2015

**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 \*  
AUSTIN VENTURES VIII LP

(Last) (First) (Middle)

300 WEST SIXTH STREET, SUITE 2300

(Street)

AUSTIN, TX 78701-3902

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Bazaarvoice Inc [BV]

3. Date of Earliest Transaction (Month/Day/Year)  
10/14/2015

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_\_\_ Form filed by One Reporting Person  
\_X\_ 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	10/14/2015		J <sup>(1)</sup>	10,693,535 D \$ 0 0		D <sup>(2)</sup>	
Common Stock					44,940 <sup>(3)</sup>	I	By Christopher A Pacitti

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

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SEC 1474 (9-02)

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**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 Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Reporting Transaction (Instr. 5)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
AUSTIN VENTURES VIII LP 300 WEST SIXTH STREET SUITE 2300 AUSTIN, TX 78701-3902		X		
AV PARTNERS VIII LP 300 WEST SIXTH STREET SUITE 2300 AUSTIN, TX 78701-3902		X		
DEANGELIS KENNETH P 300 WEST SIXTH STREET SUITE 2300 AUSTIN, TX 78701-3902		X		
THORNTON JOHN D 300 WEST SIXTH STREET SUITE 2300 AUSTIN, TX 78701-3902		X		
PACITTI CHRISTOPHER A 300 WEST SIXTH STREET SUITE 2300 AUSTIN, TX 78701-3902		X		Former Director
ARAGONA JOSEPH C 300 WEST SIXTH STREET SUITE 2300 AUSTIN, TX 78701-3902		X		

## Signatures

/s/ Kevin Kunz for Austin Ventures VIII, L.P.	10/14/2015
__Signature of Reporting Person	Date
/s/ Kevin Kunz for AV Partners VIII, L.P.	10/14/2015
__Signature of Reporting Person	Date
/s/ Kevin Kunz for Kenneth P. DeAngelis	10/14/2015
__Signature of Reporting Person	Date
/s/ Kevin Kunz for John D. Thornton	10/14/2015
__Signature of Reporting Person	Date
/s/ Kevin Kunz for Christopher A. Pacitti	10/14/2015
__Signature of Reporting Person	Date
/s/ Kevin Kunz for Joseph C. Aragona	10/14/2015
__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) Represents a pro-rata in-kind distribution of Common Stock of the Issuer by Austin Ventures VIII, L.P. ("AV VIII") without consideration to its limited partners and its general partner, AV Partners VIII, L.P. ("AVP VIII").  
Shares are held directly by AV VIII. AVP VIII is the general partner of AV VIII. Joseph C. Aragona, Kenneth P. DeAngelis, John D. Thornton and Christopher A. Pacitti are the general partners of AVP VIII and have voting and investment power over the shares held by AV VIII. Such persons and entity disclaim beneficial ownership of the shares held by AV VIII except to the extent of any pecuniary interest therein.
- (2) Reflects number of shares owned as of October 14, 2015 immediately prior to the distribution by Austin Ventures VIII, L.P. reported above.
- (3) Reflects number of shares owned as of October 14, 2015 immediately prior to the distribution by Austin Ventures VIII, L.P. reported above.

### Remarks:

Joseph C. Aragona, Kenneth P. DeAngelis, John D. Thornton and Christopher A. Pacitti are the general partners of AVP VIII.

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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