

YELP INC  
Form 4  
February 28, 2013

**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 \*  
LASKY MITCHELL

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
2480 SAND HILL ROAD, SUITE 200

3. Date of Earliest Transaction (Month/Day/Year)  
02/26/2013

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

(Street)  
MENLO PARK, CA 94025

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

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 Indirect Beneficial Ownership (Instr. 4)			
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	02/26/2013		C <sup>(7)</sup>		1,146,964	A	\$ 0	1,146,964	I	See footnote (1)
Class A Common Stock	02/26/2013		J <sup>(6)</sup>		1,146,964	D	\$ 0	0	I	See footnote (1)
Class A Common Stock	02/26/2013		C <sup>(7)</sup>		140,547	A	\$ 0	140,547	I	See footnote (2)
Class A Common	02/26/2013		J <sup>(6)</sup>		140,547	D	\$ 0	0	I	See footnote

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Stock								(2)
Class A Common Stock	02/26/2013	<u>C(7)</u>	26,910	A	\$ 0	26,910	I	See footnote (3)
Class A Common Stock	02/26/2013	<u>J(6)</u>	26,910	D	\$ 0	0	I	See footnote (3)
Class A Common Stock	02/26/2013	<u>C(7)</u>	21,175	A	\$ 0	21,175	I	See footnote (4)
Class A Common Stock	02/26/2013	<u>J(6)</u>	21,175	D	\$ 0	0	I	See footnote (4)
Class A Common Stock	02/26/2013	<u>J(11)</u>	27,594	A	\$ 0	39,112	I	See footnote (12)
Class A Common Stock	02/27/2013	<u>S</u>	27,594	D	\$ 21.2631 (18)	11,518	I	See footnote (12)
Class A Common Stock	02/26/2013	<u>J(11)</u>	14,925	A	\$ 0	14,925	I	See footnote (13)
Class A Common Stock	02/27/2013	<u>S</u>	14,925	D	\$ 21.7743 (20)	0	I	See footnote (13)
Class A Common Stock	02/26/2013	<u>J(11)</u>	699	A	\$ 0	699	I	See footnote (16)
Class A Common Stock	02/27/2013	<u>S</u>	699	D	\$ 21.324 (19)	0	I	See footnote (16)
Class A Common Stock	02/26/2013	<u>J(11)</u>	58,997	A	\$ 0	58,997	I	See footnote (17)
Class A Common Stock	02/27/2013	<u>S</u>	58,997	D	\$ 21.3244 (19)	0	I	See footnote (17)
Class A Common Stock	02/26/2013	<u>J(11)</u>	5,824	A	\$ 0	5,824	I	See footnote (14)
Class A Common Stock	02/27/2013	<u>S</u>	5,824	D	\$ 21.3383 (15)	0	I	See footnote (14)

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Class A Common Stock	02/26/2013	C <sup>(7)</sup>	1,500,000	A	\$ 0	1,500,000	I	See footnote (5)
Class A Common Stock	02/26/2013	J <sup>(11)</sup>	1,500,000	D	\$ 0	0	I	See footnote (5)

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

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(9-02)

**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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Class B Common Stock	\$ 0	02/26/2013		C <sup>(7)</sup>	1,146,964	(8)(9) (8)(9)	Class A Common Stock 1,146,964
Class B Common Stock	\$ 0	02/26/2013		C <sup>(7)</sup>	140,547	(8)(9) (8)(9)	Class A Common Stock 140,547
Class B Common Stock	\$ 0	02/26/2013		C <sup>(7)</sup>	26,910	(8)(9) (8)(9)	Class A Common Stock 26,910
Class B Common Stock	\$ 0	02/26/2013		C <sup>(7)</sup>	21,175	(8)(9) (8)(9)	Class A Common Stock 21,175
Class B Common Stock	\$ 0	02/26/2013		C <sup>(7)</sup>	1,500,000	(8)(9) (8)(9)	Class A Common Stock 1,500,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LASKY MITCHELL		X		

2480 SAND HILL ROAD  
 SUITE 200  
 MENLO PARK, CA 94025

SPURLOCK STEVEN M  
 2480 SAND HILL ROAD  
 SUITE 200  
 MENLO PARK, CA 94025

X

GURLEY J WILLIAM  
 2480 SAND HILL ROAD, SUITE 200  
 MENLO PARK, CA 94025

X

## Signatures

/s/ Steven M. Spurlock, by power of attorney for Mitchell Lasky 02/27/2013

\_\_Signature of Reporting Person Date

/s/ Steven M. Spurlock 02/27/2013

\_\_Signature of Reporting Person Date

/s/ Steven M. Spurlock, by power of attorney for J. William Gurley 02/27/2013

\_\_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 are owned directly by Benchmark Capital Partners V, L.P. ("BCP V").
- (2) Shares are owned directly by Benchmark Founders' Fund V, L.P. ("BFF V").
- (3) Shares are owned directly by Benchmark Founders' Fund V-A, L.P. ("BFF V-A").
- (4) Shares are owned directly by Benchmark Founders' Fund V-B, L.P. ("BFF V-B").
- (5) Benchmark Capital Management Co. V, L.L.C. ("BCMC V"), the Designated Filer and general partner of each of BCP V, BFF V, BFF V-A and BFF V-B, may be deemed to have had the sole voting and dispositive power over the 1,500,000 shares of the Issuer's Class A Common Stock being distributed by the Benchmark V Funds. BCMC V and each of its managing members disclaim beneficial ownership of these shares except to the extent of any pecuniary interest therein, and the filing of this report is not an admission that BCMC V and its managing members is the beneficial owner of these shares for purposes of Section 16 of any other purpose.
- (6) Represents a pro rata, in-kind distribution by BCP V and its affiliated funds (the "Benchmark V Funds"), without additional consideration, to their respective partners. As part of this distribution, BCMC V received 381,548 shares of Class A Common Stock, which was immediately distributed to its members and assignees.
- (7) Upon the pro rata distribution by the Benchmark V Funds being reported hereunder, each share of Class B Common Stock distributed was automatically converted into one share of Class A Common Stock.
- (8) Each share of Class B Common Stock is convertible at any time at the option of the Reporting Person into one share of Class A Common Stock and has no expiration date. All Class A Common Stock and Class B Common Stock will convert automatically into Common Stock on the earlier of (i) the date on which the number of outstanding shares of Class B Common Stock represents less than 10% of the aggregate combined number of outstanding shares of Class A Common Stock and Class B Common Stock and (ii) seven years following the effective date of the issuer's initial public offering.
- (9) In addition, each share of Class B Common Stock will convert automatically into one share of Class A Common Stock (i) upon such date as is specified by the affirmative vote or written consent of the holders of at least 66 2/3% of the outstanding shares of Class B common stock, (ii) upon any transfer, whether or not for value (subject to certain exceptions), or (iii) in the event of the death or disability (as defined in the amended and restated certificate of incorporation of the issuer) of the reporting person.

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- (10) BCMC V, the general partner of each of BCP V, BFF V, BFF V-A and BFF V-B, may be deemed to have the sole voting and dispositive power over 4,906,084 shares of the Issuer's Class B Common Stock held by the Benchmark V Funds. BCMC V and each of its managing members disclaim beneficial ownership of these shares except to the extent of any pecuniary interest therein, and the filing of this report is not an admission that BCMC V and its managing members is the beneficial owner of these shares for purposes of Section 16 of any other purpose.
- (11) Represents a pro rata distribution by BCMC V and the Benchmark V Funds without additional consideration to their partners, members and assignees.
- (12) Shares are owned directly by Mitchell H. Lasky's family trust.
- (13) Shares are owned directly by Steven M. Spurlock's family trust.
- (14) Shares are owned directly by Benchmark Capital Holdings Co., L.L.C., which serves as the Benchmark V Funds' management company and is under common control with BCMC V.
- (15) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$20.97 to \$21.64, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote 15 to this Form 4.
- (16) Shares are owned directly by J. William Gurley's family partnership
- (17) Shares are owned directly by J. William Gurley.
- (18) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$22.50 to \$22.61, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote 18 to this Form 4
- (19) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$20.97 to \$21.64, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote 19 to this Form 4.
- (20) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$18.85 to \$19.02, inclusive. The reporting person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote 20 to this Form 4

### Remarks:

Alexandre Balkanski, Bruce W. Dunlevie, J. William Gurley, Keith R. Harvey, Robert C. Kagle, Steven M. Spurlock, Peter H

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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