

BOOTH SCOTT  
Form 4  
February 29, 2012

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
BOOTH SCOTT

(Last) (First) (Middle)

C/O EASTERN ADVISORS, 101  
PARK AVENUE, 33RD FLOOR

(Street)

NEW YORK, NY 10178

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/29/2012

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 Indirect Ownership (Instr. 4)		
			Code	V	Amount	(A) or (D)	Price		
Common Stock	02/29/2012		C		19,135	A (6)	493,723	I (1) (2)	By EA Private Investments, LLC Liquidating Trust, Eastern Advisors Capital Group, LLC, Trustee (1) (2)
	02/29/2012		C		3,407	A (7)	497,130	I (1) (2)	

Edgar Filing: BOOTH SCOTT - Form 4

Common Stock								By EA Private Investments, LLC Liquidating Trust, Eastern Advisors Capital Group, LLC, Trustee <u>(1)</u> <u>(2)</u>
Common Stock	02/29/2012	C	1,986	A	<u>(8)</u>	499,116	I <u>(1)</u> <u>(2)</u>	By EA Private Investments, LLC Liquidating Trust, Eastern Advisors Capital Group, LLC, Trustee <u>(1)</u> <u>(2)</u>
Common Stock	02/29/2012	C	139,615	A	<u>(9)</u>	638,731	I <u>(1)</u> <u>(2)</u>	By EA Private Investments, LLC Liquidating Trust, Eastern Advisors Capital Group, LLC, Trustee <u>(1)</u> <u>(2)</u>
Common Stock	02/29/2012	C	116,119	A	<u>(10)</u>	754,850	I <u>(1)</u> <u>(2)</u>	By EA Private Investments, LLC Liquidating Trust, Eastern Advisors Capital Group, LLC, Trustee <u>(1)</u> <u>(2)</u>
Common Stock	02/29/2012	C	11,341	A	<u>(6)</u>	42,984	I <u>(1)</u> <u>(3)</u>	By Eastern Advisors Private Equity Fund,

Common Stock	02/29/2012		C	18,659	A	<u>(6)</u>	70,719	I <u>(1)</u> <u>(4)</u>	LP <u>(1)</u> <u>(3)</u> By Eastern Advisors Private Equity Fund QP, LP <u>(1)</u> <u>(4)</u>
Common Stock	02/29/2012		C	149,113	A	<u>(6)</u>	2,767,744	I <u>(1)</u> <u>(5)</u>	By EA Private Investments, LLC <u>(1)</u> <u>(5)</u>
Common Stock	02/29/2012		C	17,908	A	<u>(7)</u>	2,785,652	I <u>(1)</u> <u>(5)</u>	By EA Private Investments, LLC <u>(1)</u> <u>(5)</u>
Common Stock	02/29/2012		C	10,437	A	<u>(8)</u>	2,796,089	I <u>(1)</u> <u>(5)</u>	By EA Private Investments, LLC <u>(1)</u> <u>(5)</u>
Common Stock	02/29/2012		C	817,515	A	<u>(9)</u>	3,613,604	I <u>(1)</u> <u>(5)</u>	By EA Private Investments, LLC <u>(1)</u> <u>(5)</u>
Common Stock	02/29/2012		C	610,273	A	<u>(10)</u>	4,223,877	I <u>(1)</u> <u>(5)</u>	By EA Private Investments, LLC <u>(1)</u> <u>(5)</u>
Common Stock	02/29/2012		C	56,635	A	<u>(6)</u>	56,635	I <u>(1)</u> <u>(11)</u>	By EAPE Holdings, LLC <u>(1)</u> <u>(11)</u>
Common Stock	02/29/2012		C	93,180	A	<u>(6)</u>	93,180	I <u>(1)</u> <u>(12)</u>	By EAPEQ Holdings, LLC <u>(1)</u> <u>(12)</u>

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(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	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)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8.
--	---	--------------------------------------	--	--------------------------------	--	--	---	----

Edgar Filing: BOOTH SCOTT - Form 4

Security	(Instr. 3, 4, and 5)				Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
	Code	V	(A)	(D)					
Series A Preferred Stock	(6)		02/29/2012	C	19,135	(6)	(6)	Common Stock	19,135
Series B Preferred Stock	(7)		02/29/2012	C	3,407	(7)	(7)	Common Stock	3,407
Series C Preferred Stock	(8)		02/29/2012	C	1,986	(8)	(8)	Common Stock	1,986
Series D Preferred Stock	(9)		02/29/2012	C	139,615	(9)	(9)	Common Stock	139,615

Edgar Filing: BOOTH SCOTT - Form 4

Series E Preferred Stock	<u>(10)</u>	02/29/2012	C	116,119	<u>(10)</u>	<u>(10)</u>	Common Stock	116,119
Series A Preferred Stock	<u>(6)</u>	02/29/2012	C	11,341	<u>(6)</u>	<u>(6)</u>	Common Stock	11,341
Series A Preferred Stock	<u>(6)</u>	02/29/2012	C	18,659	<u>(6)</u>	<u>(6)</u>	Common Stock	18,659
Series A Preferred Stock	<u>(6)</u>	02/29/2012	C	149,113	<u>(6)</u>	<u>(6)</u>	Common Stock	149,113
Series B Preferred Stock	<u>(7)</u>	02/29/2012	C	17,908	<u>(7)</u>	<u>(7)</u>	Common Stock	17,908
Series C Preferred Stock	<u>(8)</u>	02/29/2012	C	10,437	<u>(8)</u>	<u>(8)</u>	Common Stock	10,437
Series D Preferred Stock	<u>(9)</u>	02/29/2012	C	817,515	<u>(9)</u>	<u>(9)</u>	Common Stock	817,515
Series E Preferred Stock	<u>(10)</u>	02/29/2012	C	610,273	<u>(10)</u>	<u>(10)</u>	Common Stock	610,273
Series A Preferred Stock	<u>(6)</u>	02/29/2012	C	56,635	<u>(6)</u>	<u>(6)</u>	Common Stock	56,635
Series A Preferred	<u>(6)</u>	02/29/2012	C	93,180	<u>(6)</u>	<u>(6)</u>	Common Stock	93,180

Stock

**Reporting Owners**

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BOOTH SCOTT C/O EASTERN ADVISORS 101 PARK AVENUE, 33RD FLOOR NEW YORK, NY 10178		X		
Eastern Advisors Capital Group LLC C/O EASTERN ADVISORS 101 PARK AVENUE, 33RD FLOOR NEW YORK, NY 10178		X		
EA Private Investments, LLC Liquidating Trust C/O EASTERN ADVISORS 101 PARK AVENUE, 33RD FLOOR NEW YORK, NY 10178		X		
EA Private Investments, LLC C/O EASTERN ADVISORS 101 PARK AVENUE, 33RD FLOOR NEW YORK, NY 10178		X		
EAGP Advisors, LLC C/O EASTERN ADVISORS 101 PARK AVENUE, 33RD FLOOR NEW YORK, NY 10178		X		
EA Private Fund GP, LP C/O EASTERN ADVISORS 101 PARK AVENUE, 33RD FLOOR NEW YORK, NY 10178		X		
Eastern Advisors Private Equity Fund, LP C/O EASTERN ADVISORS 101 PARK AVENUE, 33RD FLOOR NEW YORK, NY 10178		X		
Eastern Advisors Private Equity Fund QP, LP C/O EASTERN ADVISORS 101 PARK AVENUE, 33RD FLOOR NEW YORK, NY 10178		X		
EAPE Holdings, LLC C/O EASTERN ADVISORS 101 PARK AVENUE, 33RD FLOOR NEW YORK, NY 10178		X		
EAPSEQ Holdings, LLC C/O EASTERN ADVISORS		X		

101 PARK AVENUE, 33RD FLOOR  
NEW YORK, NY 10178

## Signatures

/s/ Scott Booth	02/29/2012
**Signature of Reporting Person	Date
/s/ Scott Booth, managing member of Eastern Advisors Capital Group, LLC	02/29/2012
**Signature of Reporting Person	Date
/s/ Scott Booth, managing member of Eastern Advisors Capital Group, LLC, trustee of EA Private Investments, LLC Liquidating Trust	02/29/2012
**Signature of Reporting Person	Date
/s/ Scott Booth, managing member of Eastern Advisors Capital Group, LLC, manager of EA Private Investments, LLC	02/29/2012
**Signature of Reporting Person	Date
/s/ Scott Booth, managing member of EAGP Advisors LLC	02/29/2012
**Signature of Reporting Person	Date
/s/ Scott Booth, managing member of EAGP Advisors LLC, general partner of EA Private Fund GP, LP	02/29/2012
**Signature of Reporting Person	Date
/s/ Scott Booth, managing member of EAGP Advisors LLC, general partner of EA Private Fund GP, LP, general partner of Eastern Advisors Private Equity Fund, LP	02/29/2012
**Signature of Reporting Person	Date
/s/ Scott Booth, managing member of EAGP Advisors LLC, general partner of EA Private Fund GP, LP, general partner of Eastern Advisors Private Equity Fund QP, LP	02/29/2012
**Signature of Reporting Person	Date
/s/ Scott Booth, managing member of EAGP Advisors LLC, general partner of EA Private Fund GP, LP, general partner of Eastern Advisors Private Equity Fund, LP, managing member of EAPE Holdings, LLC	02/29/2012
**Signature of Reporting Person	Date
/s/ Scott Booth, managing member of EAGP Advisors LLC, general partner of EA Private Fund GP, LP, general partner of Eastern Advisors Private Equity Fund QP, LP, managing member of EAPEQ Holdings, LLC	02/29/2012
**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) Each of Scott Booth, EAGP Advisors LLC, EA Private Fund GP, LP, Eastern Advisors Private Equity Fund, LP, Eastern Advisors Private Equity Fund QP, LP, EAPE Holdings, LLC, EAPEQ Holdings, LLC, Eastern Advisors Capital Group, LLC, EA Private Investments, LLC Liquidating Trust, and EA Private Investments, LLC (collectively, the "Reporting Persons") disclaims beneficial ownership of the reported securities except to the extent of any pecuniary interest therein, and the inclusion of these securities in this

## Edgar Filing: BOOTH SCOTT - Form 4

report shall not be deemed an admission that such Reporting Person is the beneficial owner of these securities for purposes of Section 16 or for any other purpose.

- (2) The reported securities are directly owned by EA Private Investments, LLC Liquidating Trust ("EA Trust"). Eastern Advisors Capital Group, LLC is the trustee of EA Trust. Scott Booth is the managing member of Eastern Advisors Capital Group, LLC and has voting and dispositive power over the shares held by EA Trust. Eastern Advisors Capital Group, LLC and Scott Booth receive no compensation from EA Trust and, therefore, have no pecuniary interest in such securities other than any direct or indirect investments in EA Trust.

- (3) The reported securities are directly owned by Eastern Advisors Private Equity Fund, LP ("LP Fund"). EA Private Fund GP, LP, as general partner of LP Fund, EAGP Advisors LLC, as the general partner of EA Private Fund GP, LP, and Scott Booth may be deemed to have an indirect pecuniary interest in such securities due to the performance-based allocation from LP Fund and any direct or indirect partnership interests in LP Fund. Eastern Advisors Capital Group, LLC, as investment manager to LP Fund, receives an asset-based management fee from LP Fund and, therefore, has no pecuniary interest therein other than any direct or indirect partner interests in LP Fund. Scott Booth is the managing member of each of Eastern Advisors Capital Group, LLC and EAGP Advisors LLC and has voting and dispositive power over the shares held by LP Fund.

- (4) The reported securities are directly owned by Eastern Advisors Private Equity Fund QP, LP ("QP Fund"). EA Private Fund GP, LP, as general partner of QP Fund, EAGP Advisors LLC, as the general partner of EA Private Fund GP, LP, and Scott Booth may be deemed to have an indirect pecuniary interest in such securities due to the performance-based allocation from QP Fund and any direct or indirect partnership interests in QP Fund. Eastern Advisors Capital Group, LLC, as investment manager to QP Fund, receives an asset-based management fee from QP Fund and, therefore, has no pecuniary interest therein other than any direct or indirect partner interests in QP Fund. Scott Booth is the managing member of each of Eastern Advisors Capital Group, LLC and EAGP Advisors LLC and has voting and dispositive power over the shares held by QP Fund.

- (5) The reported securities are directly owned by EA Private Investments, LLC ("Private Investments"). Eastern Advisors Capital Group, LLC is the manager of Private Investments. Scott Booth is the managing member of Eastern Advisors Capital Group, LLC and has voting and dispositive power over the shares held by Private Investments. Eastern Advisors Capital Group, LLC, as manager to Private Investments, receives an asset-based management fee from Private Investments and, therefore, has no pecuniary interest in the securities held by Private Investments. Scott Booth has no pecuniary interest in the securities held by Private Investments for being the managing member of Eastern Advisors Capital Group, LLC, but has a pecuniary interest in the securities held by Private Investments due to a performance based allocation paid by Private Investments to EAPI Advisors LLC, an entity in which he has an investment and any direct or indirect investment in Private Investments.

- (6) The Series A Preferred Stock, which was convertible into shares of Common Stock on a one-for-one basis at any time and had no expiration date, converted into Common Stock on a one-for-one basis immediately prior to the closing of the Issuer's initial public offering.

- (7) The Series B Preferred Stock, which was convertible into shares of Common Stock on a one-for-one basis at any time and had no expiration date, converted into Common Stock on a one-for-one basis immediately prior to the closing of the Issuer's initial public offering.

- (8) The Series C Preferred Stock, which was convertible into shares of Common Stock on a one-for-one basis at any time and had no expiration date, converted into Common Stock on a one-for-one basis immediately prior to the closing of the Issuer's initial public offering.

- (9) The Series D Preferred Stock, which was convertible into shares of Common Stock on a one-for-one basis at any time and had no expiration date, converted into Common Stock on a one-for-one basis immediately prior to the closing of the Issuer's initial public offering.

- (10) The Series E Preferred Stock, which was convertible into shares of Common Stock on a one-for-one basis at any time and had no expiration date, converted into Common Stock on a one-for-one basis immediately prior to the closing of the Issuer's initial public offering.

- (11) The reported securities are directly owned by EAPE Holdings, LLC ("EAPE"). Eastern Advisors Capital Group, LLC is the investment manager of LP Fund, which is the managing member of EAPE. EAGP Advisors LLC is the general partner of EA Private Fund GP, LP, which is the general partner of LP Fund, which is the managing member of EAPE. Scott Booth is the managing member of each of Eastern Advisors Capital Group, LLC and EAGP Advisors LLC and has voting and dispositive power over the shares held by EAPE. None of Scott Booth, EAGP Advisors LLC, EA Private Fund GP, LP, LP Fund or Eastern Advisors Capital Group, LLC receives compensation from EAPE. LP Fund has a pecuniary interest in such securities held by EAPE due to its member interest in EAPE. EA Private Fund GP, LP, EAGP Advisors LLC and Scott Booth may be deemed to have an indirect pecuniary interest in such securities due to the performance-based allocation from LP Fund and any direct or indirect interest in EAPE.

- (12) The reported securities are directly owned by EAPEQ Holdings, LLC ("EAPEQ"). Eastern Advisors Capital Group, LLC is the investment manager of QP Fund, which is the managing member of EAPEQ. EAGP Advisors LLC is the general partner of EA Private Fund GP, LP, which is the general partner of QP Fund, which is the managing member of EAPEQ. Scott Booth is the managing



## Edgar Filing: BOOTH SCOTT - Form 4

member of each of Eastern Advisors Capital Group, LLC and EAGP Advisors LLC and has voting and dispositive power over the shares held by EAPEQ. None of Scott Booth, EAGP Advisors LLC, EA Private Fund GP, LP, QP Fund or Eastern Advisors Capital Group, LLC receives compensation from EAPEQ. QP Fund has a pecuniary interest in such securities held by EAPEQ due to its member interest in EAPEQ. EA Private Fund GP, LP, EAGP Advisors LLC and Scott Booth may be deemed to have an indirect pecuniary interest in such securities due to the performance-based allocation from QP Fund and any direct or indirect interest in EAPEQ.

### **Remarks:**

The Reporting Persons, together with EAPE Holdings II, LP and EAPEQ Holdings II, LP, may be deemed to be a Rule 13d-5 ownership of more than 10% of a class of the Issuer's equity securities registered under Section 12 of the Exchange Act.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.