

CEVA INC  
Form 4  
August 01, 2014

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
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 \*  
RIMA SENVEST MANAGEMENT,  
L.L.C.

(Last) (First) (Middle)

540 MADISON AVENUE, 32ND  
FLOOR

(Street)

NEW YORK, NY 10022

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
10/04/2013

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) |
|---|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|   |                                      |  |                                | (A) or (D)<br>Code V Amount (D) Price                             |   |  |                                   |
| Common Stock, \$0.001 par value per share | 10/04/2013                           | 10/09/2013   | P                              | 6,289 A \$ 14.09  | 262,655   | I (1)  | See Footnote (1)                  |
| Common Stock, \$0.001 par value per share | 10/04/2013                           | 10/09/2013   | P                              | 2,838 A \$ 14.09  | 265,493   | I (1)  | See Footnote (1)                  |
| Common Stock,                             | 10/24/2013                           | 10/29/2013   | P                              | 283 A \$ 14.07  | 281,816   | I (1)  | See Footnote                      |

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|   |            |            |   |       |   |          |         |   |            |                         |
|---|------------|------------|---|-------|---|----------|---------|---|------------|-------------------------|
| \$0.001 par value per share               |            |            |   |       |   |          |         |   |            | <u>(1)</u>              |
| Common Stock, \$0.001 par value per share | 10/24/2013 | 10/29/2013 | P | 93    | A | \$ 14.07 | 281,909 | I | <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 10/25/2013 | 10/30/2013 | P | 451   | A | \$ 13.88 | 282,360 | I | <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 10/28/2013 | 10/31/2013 | P | 95    | A | \$ 13.92 | 282,455 | I | <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 10/28/2013 | 10/31/2013 | P | 289   | A | \$ 13.92 | 282,744 | I | <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 10/28/2013 | 10/31/2013 | P | 8     | A | \$ 13.87 | 282,752 | I | <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 10/28/2013 | 10/31/2013 | P | 24    | A | \$ 13.87 | 282,776 | I | <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 10/30/2013 | 11/04/2013 | P | 449   | A | \$ 14.46 | 283,225 | I | <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 10/30/2013 | 11/04/2013 | P | 1,002 | A | \$ 14.18 | 284,227 | I | <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par                 | 10/30/2013 | 11/04/2013 | P | 329   | A | \$ 14.18 | 284,556 | I | <u>(1)</u> | See Footnote <u>(1)</u> |

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|   |            |            |   |       |   |          |         |              |                         |  |
|---|------------|------------|---|-------|---|----------|---------|--------------|-------------------------|--|
| value per share                           |            |            |   |       |   |          |         |              |                         |  |
| Common Stock, \$0.001 par value per share | 10/30/2013 | 11/04/2013 | P | 147   | A | \$ 14.46 | 284,703 | I <u>(1)</u> | See Footnote <u>(1)</u> |  |
| Common Stock, \$0.001 par value per share | 10/31/2013 | 11/05/2013 | P | 533   | A | \$ 14.51 | 285,236 | I <u>(1)</u> | See Footnote <u>(1)</u> |  |
| Common Stock, \$0.001 par value per share | 10/31/2013 | 11/05/2013 | P | 814   | A | \$ 14.39 | 286,050 | I <u>(1)</u> | See Footnote <u>(1)</u> |  |
| Common Stock, \$0.001 par value per share | 10/31/2013 | 11/05/2013 | P | 267   | A | \$ 14.39 | 286,317 | I <u>(1)</u> | See Footnote <u>(1)</u> |  |
| Common Stock, \$0.001 par value per share | 10/31/2013 | 11/05/2013 | P | 175   | A | \$ 14.51 | 286,492 | I <u>(1)</u> | See Footnote <u>(1)</u> |  |
| Common Stock, \$0.001 par value per share | 11/01/2013 | 11/06/2013 | P | 452   | A | \$ 14.26 | 286,944 | I <u>(1)</u> | See Footnote <u>(1)</u> |  |
| Common Stock, \$0.001 par value per share | 11/01/2013 | 11/06/2013 | P | 153   | A | \$ 14.26 | 287,097 | I <u>(1)</u> | See Footnote <u>(1)</u> |  |
| Common Stock, \$0.001 par value per share | 11/15/2013 | 11/20/2013 | P | 1,991 | A | \$ 15.35 | 289,088 | I <u>(1)</u> | See Footnote <u>(1)</u> |  |
| Common Stock, \$0.001 par value per       | 11/18/2013 | 11/21/2013 | P | 23    | A | \$ 15.42 | 289,111 | I <u>(1)</u> | See Footnote <u>(1)</u> |  |

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share

|   |            |            |   |       |   |          |         |              |                         |
|---|------------|------------|---|-------|---|----------|---------|--------------|-------------------------|
| Common Stock, \$0.001 par value per share | 11/19/2013 | 11/22/2013 | P | 57    | A | \$ 15.45 | 289,168 | I <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 01/14/2014 | 01/17/2014 | P | 1,832 | A | \$ 16.69 | 286,405 | I <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 01/14/2014 | 01/17/2014 | P | 1,014 | A | \$ 16.51 | 287,419 | I <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 01/15/2014 | 01/21/2014 | P | 1,138 | A | \$ 16.71 | 288,557 | I <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 01/16/2014 | 01/22/2014 | P | 1,707 | A | \$ 16.55 | 290,264 | I <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 01/16/2014 | 01/22/2014 | P | 569   | A | \$ 16.68 | 290,833 | I <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 01/17/2014 | 01/23/2014 | P | 1,138 | A | \$ 16.4  | 291,971 | I <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 01/17/2014 | 01/23/2014 | P | 229   | A | \$ 16.34 | 292,200 | I <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 01/21/2014 | 01/24/2014 | P | 23    | A | \$ 16.29 | 292,223 | I <u>(1)</u> | See Footnote <u>(1)</u> |

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

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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. 3) |       |       |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----|---|--|-------|-------|
|  |  |                                      |  | Code                           | V   | (A)  | (D) | Title   | Amount or Number of Shares                 |       |       |
| Put Option                                 | \$ 12.5  | 10/04/2013                           | 10/09/2013   | S                              |   | 23   | (2) | 12/21/2013  | Common Shares                              | 2,300 | \$ 0. |
| Put Option                                 | \$ 12.5  | 10/04/2013                           | 10/09/2013   | S                              |   | 17   | (2) | 12/21/2013  | Common Shares                              | 1,700 | \$ 0. |
| Put Option                                 | \$ 12.5  | 10/07/2013                           | 10/08/2013   | S                              |   | 34   | (2) | 03/04/2014  | Common Shares                              | 3,400 | \$ 0. |
| Put Option                                 | \$ 12.5  | 10/07/2013                           | 10/08/2013   | S                              |   | 26   | (2) | 03/04/2014  | Common Shares                              | 2,600 | \$ 0. |
| Put Option                                 | \$ 12.5  | 10/23/2013                           | 10/24/2013   | S                              |   | 34   | (2) | 06/04/2014  | Common Shares                              | 3,400 | \$ 1  |
| Put Option                                 | \$ 12.5  | 10/23/2013                           | 10/24/2013   | S                              |   | 26   | (2) | 06/04/2014  | Common Shares                              | 2,600 | \$ 1  |
| Put Option                                 | \$ 15  | 12/02/2013                           | 12/03/2013   | S                              |   | 6  | (2) | 03/04/2014  | Common Shares                              | 600   | \$ 0. |
| Put Option                                 | \$ 15  | 12/02/2013                           | 12/03/2013   | S                              |   | 5  | (2) | 03/04/2014  | Common Shares                              | 500   | \$ 0. |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| RIMA SENVEST MANAGEMENT, L.L.C.<br>540 MADISON AVENUE<br>32ND FLOOR<br>NEW YORK, NY 10022                        |               | X         |         |       |
| MASHAAL RICHARD R<br>C/O RIMA SENVEST MANAGEMENT, L.L.C.<br>540 MADISON AVENUE, 32ND FLOOR<br>NEW YORK, NY 10022 |               | X         |         |       |

## Signatures

|  |            |
|--|------------|
| RIMA Senvest Management, L.L.C., By: /s/ Richard R. Mashaal, Managing Member                               | 08/01/2014 |
| <p style="text-align: center;">__Signature of Reporting Person</p> <p style="text-align: center;">Date</p> |            |
| /s/ Richard R. Mashaal   | 08/01/2014 |
| <p style="text-align: center;">__Signature of Reporting Person</p> <p style="text-align: center;">Date</p> |            |

## 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).  
 These securities are held in the accounts of several investment partnerships and investment funds (collectively, the "Investment Vehicles") for which RIMA Senvest Management, L.L.C. ("RIMA") serves as investment manager or general partner. Richard Mashaal is
  - (1) the managing member of RIMA. RIMA and Mr. Mashaal may be deemed to beneficially own the securities held by the Investment Vehicles by virtue of RIMA's position as investment manager or general partner of the Investment Vehicles and Mr. Mashaal's status as the managing member of RIMA.
  - (2) Exercisable Immediately.

### Remarks:

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