Edgar Filing: Abraham Magid M - Form 4

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Form 4	lagid M										
September 2	29, 2010										
FORM 4 UNITED STATES SECURITIES AND EXCHANCE COMMISSION									OMB APPROVAL		
UNITED STATES SECURITIES AND EXCHANGE CO Washington, D.C. 20549					DMMISSION	OMB Number:	3235-0287				
Check the check	nger STATEN	MENT O		U		ERSHIP OF	Expires:	January 31 2005			
Section 16. SECURITIES bu								Estimated a burden hou response			
(Print or Type	Responses)										
1. Name and Address of Reporting Person <u>*</u> Abraham Magid M			8					5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)	(First) (Middle)	3. Date of Earliest Transaction (Chec					(Спеск	k all applicable)		
	SCORE, INC., 11 ACY DRIVE, 6T		(Month/ 09/27/2	Day/Year) 2010			-	_X_ Director _X_ Officer (give t below) Presi		Owner er (specify	
RESTON,	Filed(Month/Day/Year) A					6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting					
(City)	(State)	(Zip)						Person			
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deem Execution any	ed Date, if	3.	4. Securiti our Dispose (Instr. 3, 4	es Acq ed of (I	uired (A) D)	ired, Disposed of, 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	or Beneficial 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	y Owned 7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Common Stock	09/27/2010			S	12,000 (1)	D	\$ 23.2661	759,652	D		
Common Stock								581,876 <u>(2)</u>	Ι	By Abraham Family Trust	
Common Stock								102,093	Ι	By Wife	

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.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exer	cisable and	7. Titl	e and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onNumber	Expiration D	ate	Amou	nt of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Under	lying	Security	Secu
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Securi	ties	(Instr. 5)	Bene
	Derivative				Securities			(Instr.	3 and 4)		Owne
	Security				Acquired						Follo
	, i i i i i i i i i i i i i i i i i i i				(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
					., und c)						
									Amount		
						Date	Expiration		or		
						Exercisable	Date	Title	Number		
						Excicisable			of		
				Code V	(A) (D)				Shares		

Reporting Owners

Reporting Owner Name / Address		Relationships							
		Director	10% Owner	Officer	Other				
Abraham Magid M C/O COMSCORE, INC. 11950 DEMOCRACY DRIVE, 6TH FI RESTON, VA 20190	LOOR	Х		President & CEO					
Signatures									
/s/ Christiana Lin, Attorney-in-fact	09/27/2	2010							
**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 disposed of pursuant to a 10b5-1 plan entered into in August 2009.

(2) Reporting person and spouse disclaim beneficial ownership of the such shares except to the extent of their respective pecuniary interest.

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.