

Edgar Filing: LIVEWORLD INC - Form SC 13G/A

LIVEWORLD INC
Form SC 13G/A
April 04, 2003

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

SCHEDULE 13G

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT
TO RULES 13d-1(b) (c), and (d) AND AMENDMENTS THERETO FILED
PURSUANT TO RULE 13d-2(b)

(AMENDMENT NO. 1)

LIVEWORLD, INC.

(NAME OF ISSUER)

COMMON STOCK, PAR VALUE \$.001

(TITLE OF CLASS OF SECURITIES)

874263106

(CUSIP NUMBER)

April 1, 2003

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule
is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

13G/A

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CUSIP No. 874263106

1 NAMES OF REPORTING PERSONS
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

NATIONAL BROADCASTING COMPANY, INC.

14-1682529

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2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) []
(b) []
NOT APPLICABLE

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION
DELAWARE

	5	SOLE VOTING POWER 897,223
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH	6	SHARED VOTING POWER 0
REPORTING PERSON WITH	7	SOLE DISPOSITIVE POWER 897,223
	8	SHARED DISPOSITIVE POWER 0

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
897,223

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES []
NOT APPLICABLE

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9
3.4%

12 TYPE OF REPORTING PERSON
CO

CUSIP No. 874263106

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1 NAMES OF REPORTING PERSONS
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

NATIONAL BROADCASTING COMPANY HOLDING, INC. 13-3448662

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) []
(b) []

NOT APPLICABLE

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION
DELAWARE

5 SOLE VOTING POWER
DISCLAIMED (SEE 9 BELOW)

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH
6 SHARED VOTING POWER
NOT APPLICABLE

7 SOLE DISPOSITIVE POWER
DISCLAIMED (SEE 9 BELOW)

8 SHARED DISPOSITIVE POWER
NOT APPLICABLE

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
BENEFICIAL OWNERSHIP OF ALL SHARES IS DISCLAIMED BY NATIONAL BROADCASTING COMPANY HOLDING, INC.

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES []
NOT APPLICABLE

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9
NOT APPLICABLE (SEE 9 ABOVE)

12 TYPE OF REPORTING PERSON
CO

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1	NAMES OF REPORTING PERSONS I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)		
	GENERAL ELECTRIC COMPANY		14-0689340

2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP		(a) []
			(b) []
	NOT APPLICABLE		

3	SEC USE ONLY		

4	CITIZENSHIP OR PLACE OF ORGANIZATION		
	NEW YORK		

	5	SOLE VOTING POWER	
		DISCLAIMED (SEE 9 BELOW)	

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH	6	SHARED VOTING POWER	
		NOT APPLICABLE	

REPORTING PERSON WITH	7	SOLE DISPOSITIVE POWER	
		DISCLAIMED (SEE 9 BELOW)	

	8	SHARED DISPOSITIVE POWER	
		NOT APPLICABLE	

9	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON		
	BENEFICIAL OWNERSHIP OF ALL SHARES IS DISCLAIMED BY GENERAL ELECTRIC COMPANY.		

10	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES		[]
	NOT APPLICABLE		

11	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9		
	NOT APPLICABLE (SEE 9 ABOVE)		

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12 TYPE OF REPORTING PERSON
CO

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ITEM 1(A) NAME OF ISSUER:

LiveWorld, Inc.

ITEM 1(B) ADDRESS OF ISSUER'S PRINCIPAL EXECUTIVE OFFICES:

307 Orchard City Drive
Campbell, CA 95008

ITEM 2(A) NAME OF PERSON FILING:

National Broadcasting Company, Inc. ("NBC")
National Broadcasting Company Holding, Inc. ("NBCH")
General Electric Company ("GE")

NBC is a wholly-owned subsidiary of NBCH, which is in turn a wholly-owned subsidiary of GE.

ITEM 2(B) ADDRESS OF PRINCIPAL BUSINESS OFFICE OR, IF NONE, RESIDENCE:

NBC: 30 Rockefeller Plaza, New York, NY
NBCH: 30 Rockefeller Plaza, New York, NY
GE: 3135 Easton Turnpike, Fairfield, CT

ITEM 2(C) CITIZENSHIP:

NBC: Delaware corporation
NBCH: Delaware corporation
GE: New York corporation

ITEM 2(D) TITLE OF CLASS OF SECURITIES:

Common Stock, par value \$.001 per share

ITEM 2(E) CUSIP NUMBER:

874263106

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ITEM 3 IF THIS STATEMENT IS FILED PURSUANT TO RULES 13D-1(B), OR 13D-2(B), CHECK WHETHER THE PERSON FILING IS A:

Not applicable

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ITEM 4 OWNERSHIP:

(A)-(C) The response of NBC, NBCH and GE to Items 5, 6, 7, 8, 9 and 11 of each of their respective Cover Pages which relate to the beneficial ownership of the Common Stock of the Issuer are incorporated herein by reference.

Each of NBCH and GE hereby disclaims beneficial ownership of the Common Stock of the Issuer owned by NBC.

ITEM 5 OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS:

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following [X].

ITEM 6 OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON:

Not applicable.

ITEM 7 IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY:

Not applicable.

ITEM 8 IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP:

Not applicable.

ITEM 9 NOTICE OF DISSOLUTION OF GROUP:

Not applicable.

ITEM 10 CERTIFICATION:

Not applicable.

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Signature: After reasonable inquiry and to the best of my knowledge
----- and belief, I certify that the information set forth in
this statement is true, complete and correct.

Date: April 3, 2003

NATIONAL BROADCASTING COMPANY, INC.

By: /s/ Elizabeth A. Newell

Elizabeth A. Newell

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Attorney-in-Fact

NATIONAL BROADCASTING COMPANY HOLDING, INC.

By: /s/ Elizabeth A. Newell

Elizabeth A. Newell
Attorney-in-Fact

GENERAL ELECTRIC COMPANY

By: /s/ Robert E. Healing

Robert E. Healing
Attorney-in-Fact