

Edgar Filing: ALTERNATE MARKETING NETWORKS INC - Form 3

ALTERNATE MARKETING NETWORKS INC  
 Form 3  
 August 12, 2002

FORM 3

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

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934. Section 302(a) of the Securities Exchange Act of 1934 and Section 309 of the Investment Company Act of 1935 of Section 30(f) of the Investment Company Act of 1935

(Print or Type Responses)

1. Name and Address of Reporting Person\* (Last) (First) (Middle)  
 K2 VC Management, LLC

2. Date of Event Requiring Statement (month/day/year)  
 AUGUST 1, 2002

4. Issuer Name and Title  
 ALTERNATE MARKETING NETWORKS INC

13155 NOEL ROAD, 10th Fl. (Street)  
 DALLAS, TEXAS 75240 (City) (State) (Zip)

3. IRS Number of Reporting Person (Voluntary)

5. Relationship of Reporting Person(s) to Issuer (Check all applicable)  
 Director  10% Owner  
 Officer (give title below)  Other (Specify below)

7. Incentive Plan (Check one)  
 For the reporting person  
 For another person  
 Referred to in the plan

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Name of Reporting Person (Instr. 6) |
|---------------------------------|--|--|--|
| Common Stock                    | 2,474,039                                  | I  | By                                     |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly by the reporting person.  
 \*If the form is filed by more than one reporting person, see Instruction 5(b)(v)

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options)

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) |
|--|--|---|--|--|
|  | Date Exercisable   | Expiration Date   | Title  | Amount of Number of Shares                               |

Explanation of Responses:

K2 VC MAN  
 By: /s/ A  
 Name: Adi  
 \*\*Signatu

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations.

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See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

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.