

Alberga David  
Form 4  
April 04, 2012

**FORM 4**

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

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

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Alberga David

(Last) (First) (Middle)

10182 TELESIS COURT, SUITE  
100

(Street)

SAN DIEGO, CA 92121

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol

ACTIVE NETWORK INC [ACTV]

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

04/02/2012

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)

Chief Executive Officer

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<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired (A)<br>or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of Indirect<br>Beneficial Ownership<br>(Instr. 4)                                      |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Common<br>Stock                       |                                         |                                                             |                                      | (A)<br>or<br>(D)                                                        |                                                                                                                    |                                                                         | Alberga/Cernosia<br>Revocable<br>Declaration of<br>Trust dated Oct.<br>26th, 2004 <sup>(1)</sup> |
| Common<br>Stock                       | 04/02/2012                              |                                                             | M                                    | 5,200                                                                   | A \$ 1.96                                                                                                          | 23,043                                                                  | D                                                                                                |
| Common<br>Stock                       | 04/02/2012                              |                                                             | S <sup>(2)</sup>                     | 5,200                                                                   | D \$<br>16.7124<br><sup>(3)</sup>                                                                                  | 17,843                                                                  | D                                                                                                |
|                                       | 04/03/2012                              |                                                             | M                                    | 8,340                                                                   | A \$ 1.96                                                                                                          | 26,183                                                                  | D                                                                                                |

# Edgar Filing: Alberga David - Form 4

Common  
Stock

|                 |            |                  |       |   |                                 |        |   |
|-----------------|------------|------------------|-------|---|---------------------------------|--------|---|
| Common<br>Stock | 04/03/2012 | S <sup>(2)</sup> | 8,340 | D | \$<br>16.8709<br><sup>(4)</sup> | 17,843 | D |
|-----------------|------------|------------------|-------|---|---------------------------------|--------|---|

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<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) | 8. Amount<br>or<br>Number<br>of<br>Shares |
|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------|-------------------------------------------|
| Stock<br>Option<br>(right to<br>buy)                | \$ 1.96                                                            | 04/02/2012                              |                                                             | M                                    | 5,200                                                                                                           | <sup>(5)</sup> 02/27/2017                                      | Common<br>Stock                                                     | 5,200                                     |
| Stock<br>Option<br>(right to<br>buy)                | \$ 1.96                                                            | 04/03/2012                              |                                                             | M                                    | 8,340                                                                                                           | <sup>(5)</sup> 02/27/2017                                      | Common<br>Stock                                                     | 8,340                                     |

## Reporting Owners

| Reporting Owner Name / Address                                           | Relationships |           |                         |       |
|--------------------------------------------------------------------------|---------------|-----------|-------------------------|-------|
|                                                                          | Director      | 10% Owner | Officer                 | Other |
| Alberga David<br>10182 TELESIS COURT<br>SUITE 100<br>SAN DIEGO, CA 92121 | X             |           | Chief Executive Officer |       |

## Signatures

/s/ Kourosh Vossoughi,  
Attorney-in-fact

04/04/2012

\_\_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).

Mr. Alberga is the trustee of The Alberga/Cernosia Revocable Declaration of Trust dated October 26th, 2004 and has voting and

- (1) dispositive power with respect to these shares. Mr. Alberga disclaims beneficial ownership except to the extent of his pecuniary interest therein.
- (2) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on September 15, 2011.
- (3) The sale prices for this transaction range from \$16.43 to \$16.85; the filer hereby agrees to provide, upon request, full information regarding the number of shares sold at each separate price.
- (4) The sale prices for this transaction range from \$16.86 to \$16.94; the filer hereby agrees to provide, upon request, full information regarding the number of shares sold at each separate price.
- (5) The options are fully vested and exercisable as of the date of this report.

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

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