

LEVY ANTON J
Form 4
November 14, 2011

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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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 *
LEVY ANTON J

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
11/10/2011

Director 10% Owner
 Officer (give title below) Other (specify below)

C/O GENERAL ATLANTIC SERVICE COMPANY,LLC, 3 PICKWICK PLAZA

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person
 Form filed by More than One Reporting Person

GREENWICH, CT 06830

(City) (State) (Zip)

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 Indirect Beneficial Ownership (Instr. 4)			
			Code	V	Amount	(A) or (D)	Price			
Common Stock	11/10/2011		S		1,108	D	\$ 85.85	282,007	I	See footnotes (1) (7) (8)
Common Stock	11/10/2011		S		14	D	\$ 85.85	282,007	I	See footnotes (2) (7) (8)
Common Stock	11/10/2011		S		3	D	\$ 85.85	282,007	I	See footnotes (3) (7) (8)
Common	11/10/2011		S		1	D	\$ 85.85	282,007	I	See

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Stock								footnotes <u>(4)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/10/2011	S	48	D	\$ 85.85	282,007	I	See footnotes <u>(5)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/10/2011	S	9	D	\$ 85.85	282,007	I	See footnotes <u>(6)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	59,630	D	\$ 86.868	282,007	I	See footnotes <u>(1)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	773	D	\$ 86.868	282,007	I	See footnotes <u>(2)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	142	D	\$ 86.868	282,007	I	See footnotes <u>(3)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	64	D	\$ 86.868	282,007	I	See footnotes <u>(4)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	2,596	D	\$ 86.868	282,007	I	See footnotes <u>(5)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	499	D	\$ 86.868	282,007	I	See footnotes <u>(6)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	23,155	D	\$ 86.216	282,007	I	See footnotes <u>(1)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	300	D	\$ 86.216	282,007	I	See footnotes <u>(2)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	55	D	\$ 86.216	282,007	I	See footnotes <u>(3)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	25	D	\$ 86.216	282,007	I	See footnotes <u>(4)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	1,008	D	\$ 86.216	282,007	I	See footnotes <u>(5)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	194	D	\$ 86.216	282,007	I	See footnotes <u>(6)</u> <u>(7)</u> <u>(8)</u>

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(6) By GAP Coinvestments IV, LLC ("GAPCO IV"). See footnote 7.

Amount of securities beneficially owned following November 11, 2011 represents 260,156 shares of common stock owned by GAP 84,
(7) 3,371 shares owned by GapStar, 11,325 shares owned by GAPCO III, 2,175 shares owned by GAPCO IV, 281 shares owned by CDA and 620 shares owned by KG.

General Atlantic LLC ("General Atlantic") is the general partner of General Atlantic GenPar, L.P. ("GenPar") and CDA. GenPar is the general partner of GAP 84. The officers of GapStar and the managing members of GAPCO III and GAPCO IV are managing directors of

(8) General Atlantic. GAPCO Management GmbH ("GmbH Management") is the general partner of KG. The managing directors of General Atlantic make voting and investment decisions with respect to the securities held by KG and GmbH Management. Mr. Levy is a managing director of General Atlantic and a managing member of GAPCO III and GAPCO IV. Mr. Levy disclaims beneficial ownership of such shares beneficially owned by them except to the extent of his pecuniary interest therein.

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