

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL	
OMB Number:	3235-0104
Estimated average burden hours per response:	0.5

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Zeidman Yaron</u> (Last) (First) (Middle) C/O LIVEPERSON, INC., 462 SEVENTH AVENUE, 3RD FLOOR (Street) NEW YORK NY 10018 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 07/30/2010	3. Issuer Name and Ticker or Trading Symbol <u>LIVEPERSON INC [LPSN]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Chief Technology Officer</u>	5. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
---------------------------------	---	--	---

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

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)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Stock Option (Right to Buy)	(1)	12/31/2014	Common Stock	22,591 ⁽¹⁾	1.05	D	
Stock Option (Right to Buy)	(2)	04/04/2017	Common Stock	14,347	3.14	D	
Stock Option (Right to Buy)	(3)	10/30/2017	Common Stock	75,000	5.77	D	
Stock Option (Right to Buy)	(4)	03/05/2019	Common Stock	50,000	1.79	D	
Stock Option (Right to Buy)	(5)	02/09/2020	Common Stock	100,000	6.05	D	

Explanation of Responses:

- The Reporting Person was granted an option for 36,591 shares of Common Stock of the Issuer on February 10, 2005. As of July 30, 2010, the Option is fully vested and exercisable. On March 8, 2010, the Reporting Person exercised and sold 14,000 shares. The sale was effected under a sales plan pursuant to Rule 10b5-1(c)(1) of the Securities Exchange Act of 1934, as amended.
- The Reporting Person was granted an option for 14,347 shares of Common Stock of the Issuer on April 4, 2007. As of July 30, 2010, the Option is fully vested and exercisable.
- The Reporting Person was granted an option for 75,000 shares of Common Stock of the Issuer on October 30, 2007. As of July 30, 2010, 37,500 shares are vested and exercisable. 18,750 shares vested and became exercisable on October 30, 2010 and the remaining 18,750 shall vest and become exercisable on October 30, 2011.
- The Reporting Person was granted an option for 50,000 shares of Common Stock of the Issuer on March 5, 2009. As of July 30, 2010, 12,500 shares are vested and exercisable. The remaining 37,500 shares shall vest in three equal installments on March 5, 2011, March 5, 2012 and March 5, 2013.
- The Reporting Person was granted an option for 100,000 shares of Common Stock of the Issuer on February 9, 2010. The option shall vest in four equal installments on February 9, 2011, February 9, 2012, February 9, 2013 and February 9, 2014.

/s/ Monica L. Greenberg,
Attorney-in-Fact

04/29/2011

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 5 (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).

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

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 Number.

POWER OF ATTORNEY

KNOW ALL BY THESE PRESENTS, that the undersigned hereby constitutes and appoints Monica Greenberg, Michael Kovach and outside corporate counsel, Brian B. Margolis, and each of them acting or signing alone, as his or her true and lawful attorney-in-fact to:

- (1) execute for and on behalf of the undersigned, in the undersigned's capacity as an officer and/or director of LivePerson, Inc. (the "Company"), any and all reports required to be filed by the undersigned in accordance with Section 16(a) of the Securities Exchange Act of 1934 and the rules thereunder;
- (2) do and perform any and all acts for and on behalf of the undersigned which may be necessary or desirable to complete and execute any such Form 3, 4 or 5 or other required report and timely file such report with the United States Securities and Exchange Commission and any stock exchange or similar authority; and
- (3) take any other action of any type whatsoever in connection with the foregoing which, in the opinion of such attorney-in-fact, may be of benefit to, in the best interest of, or legally required by, the undersigned, it being understood that the documents executed by such attorney-in-fact on behalf of the undersigned, pursuant to this Power of Attorney, shall be in such form and shall contain such terms and conditions as such attorney-in-fact may approve in his or her discretion.

The undersigned hereby grants to each such attorney-in-fact full power and authority to do and perform each and every act and thing whatsoever requisite, necessary, and proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as the undersigned might or could do if personally present, with full power of substitution or revocation, hereby ratifying and confirming all that such attorney-in-fact, or his or her substitute or substitutes, shall lawfully do or cause to be done by virtue of this Power of Attorney and the rights and powers herein granted. The undersigned acknowledges that no such attorney-in-fact, in serving in such capacity at the request of the undersigned, is hereby assuming, nor is the Company hereby assuming, any of the undersigned's responsibilities to comply with Section 16 of the Securities Exchange Act of 1934.

This Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file reports under Section 16 with respect to the undersigned's holdings of and transactions in securities issued by the Company, unless earlier revoked by the undersigned in a signed writing delivered to the foregoing attorneys-in-fact.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed effective as of the ~~27~~²⁴ day of April, 2011.

Yaron Zeidman
(Signature)
Printed Name: Yaron Zeidman

