

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

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**FORM 8-K**

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**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): July 30, 2010

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**LivePerson, Inc.**

(Exact name of registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction of incorporation)

**0-30141**  
(Commission File Number)

**13-3861628**  
(IRS Employer Identification No.)

**462 Seventh Avenue**  
**New York, New York 10018**  
(Address of principal executive  
offices, with zip code)

**(212) 609-4200**  
(Registrant's telephone number, including area code)

(Former name or former address, if changed since last report.)

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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

The Board of Directors (the “Board”) of LivePerson, Inc. (the “Company”) has elected Peter Block as a new member of the Board, effective July 30, 2010. Mr. Block was appointed a Class II Director and will serve for a term expiring at the 2011 Annual Meeting of Stockholders. Mr. Block was also appointed to the Nominating and Corporate Governance Committee and the Compensation Committee of the Board.

Mr. Block will receive standard director fees and benefits, including an initial grant of immediately exercisable stock options under the Company’s 2009 Stock Incentive Plan to purchase 35,000 shares of the Company’s Common Stock. The Company’s non-employee director compensation plan is described in more detail in the Company’s Definitive Proxy Statement for its 2010 Annual Meeting of Stockholders filed with the U.S. Securities and Exchange Commission on April 30, 2010.

On August 3, 2010, the Company issued a press release announcing Mr. Block as a new member of the Board. A copy of this press release is attached as Exhibit 99.1 hereto.

**Item 9.01. Financial Statements and Exhibits.**

(d) Exhibits.

<b>Exhibit Number</b>	<b>Description</b>
99.1	Press Release issued by LivePerson, Inc. on August 3, 2010.

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**LIVEPERSON, INC.**

(Registrant)

Date: August 3, 2010

By: /s/ Timothy E. Bixby

Timothy E. Bixby

*President and Chief Financial Officer*

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EXHIBIT INDEX

**Exhibit  
Number**

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99.1

**Description**

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Press Release issued by LivePerson, Inc. on August 3, 2010.

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**Press Contact:**  
Amy Inlow  
212-609-4248  
ainlow@liveperson.com

## Peter Block Joins LivePerson, Inc. Board of Directors

NEW YORK, NY – August 3, 2010 – LivePerson, Inc. (Nasdaq: LPSN), a provider of online engagement solutions that facilitate real-time assistance and expert advice, today announced that Peter Block has joined its Board of Directors. Mr. Block is a renowned management consultant and author of several best-selling books including *Community: The Structure of Belonging*. He is also a partner in Designed Learning, a training and consulting company. Mr. Block has extensive experience working with many of the world’s leading organizations, helping them to transform their corporate cultures in order to bring about shared accountability and sustained growth, innovation and profitability.

“Peter is at the forefront of what it means to bring about organizational, cultural and societal change,” said Robert LoCascio, Chairman and CEO of LivePerson, Inc. “His concepts are ones that we embrace as we strive to create and maintain a culture where our employees’ gifts and talents are recognized, where we have meaningful conversations that shift perspective, and where everyone works together, as owners, towards a common set of goals for the organization. His book, *Community: The Structure of Belonging*, provided inspiration as we set out to enhance our culture and establish a common language with which our people interact, execute and deliver solutions to the market. We look forward to having him on our Board of Directors.”

“People long for connection,” said Peter Block. “They want to exist in a workplace or a community where their talents are recognized and their potential contributions welcomed. I admire LivePerson for recognizing this and the value that each individual contributor can bring to bear on the larger organization. I look forward to serving on LivePerson’s board as the company evolves during this exciting time of innovation and expansion.”

Mr. Block has more than 40 years of experience in consulting, coaching and helping build sustainable organizations and communities. He is the author of eight best-selling books, the most widely known are *Flawless Consulting: A Guide to Getting Your Expertise Used* (1<sup>st</sup> edition 1980, 2nd edition 1999); *Stewardship: Choosing Service Over Self-Interest* (1993) and *The Empowered Manager: Positive Political Skills at Work* (1987). He is also author of *Community: The Structure of Belonging* and *The Abundant Community*. His work is about empowerment, stewardship, chosen accountability and the reconciliation of community. The books describe ways to create workplaces and communities that work for all of their respective members.

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He is the recipient of the Organization Development Network's 2008 Lifetime Achievement Award. In 2004 he received their first-place Members' Choice Award, which recognized *Flawless Consulting* as the most influential book for OD practitioners over the past 40 years. Mr. Block has also received national awards for outstanding contributions in the field of training and development, including the American Society for Training and Development Award for Distinguished Contributions; the Association for Quality and Participation President's Award; and Training Magazine HRD Hall of Fame.

Mr. Block received a Master's Degree in Industrial Administration from Yale University and he performed his undergraduate work at the University of Kansas.

**About LivePerson**

LivePerson (<http://www.solutions.liveperson.com/>) is a provider of online engagement solutions that facilitate real-time assistance and expert advice. Connecting businesses and experts with consumers seeking help on the Web, LivePerson's hosted software platform creates more relevant, compelling and personalized online experiences. Every month, LivePerson's intelligent platform helps millions of people succeed online. More than 8,000 companies, including EarthLink, Hewlett-Packard, Microsoft, and Verizon, rely on LivePerson to maximize the impact of the online channel. LivePerson is headquartered in New York City.

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