FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL									
OMB Number:	3235-0287								
Estimated average I	nurden								

Check this box if no longer subject to
Section 16. Form 4 or Form 5
obligations may continue. See
Instruction 1(h)

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

OWB 74 1 14	O V/ \L						
OMB Number: 3235-0287							
Estimated average burden							
hours per response:	0.5						

Name and Address of Reporting Person*     Kovach Michael I.																	ationship of Reporting all applicable)  Director  Officer (give title		10% Owr Other (sp		vner	
(Last) (First) (Middle) LIVEPERSON, INC. 462 SEVENTH AVENUE, 3RD FLOOR						3. Date of Earliest Transaction (Month/Day/Year) 11/06/2009										X	below) below)  SVP, Corporate Controller					
462 SEV	ENTH AV	4. 11	4. If Amendment, Date of Original Filed (Month/Day/Year)											6. Individual or Joint/Group Filing (Check Applicable								
(Street) NEW Y	ORK N	Y	10018													ine) X	Form filed by More than One Reporting					
(City)	(S	tate)	(Zip)														Persor	1				
		Tab	le I - Nor	n-Deriv	ative	e Se	curit	ies Ac	qu	uired, I	Dis	osed o	of, o	r Ber	efici	ally (	Owned	l				
1. Title of Security (Instr. 3)			2. Transaction Date (Month/Day/Year)		ar)	2A. Deemed Execution Date, if any (Month/Day/Year)		Code (Instr.							4 and Securit Benefic Owned		es ally Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership		
										Code	v	Amount		(A) or (D)	Price		Reported Transact (Instr. 3 a	ion(s)			(Instr. 4)	
Common Stock					5/2009					M		4,000	0 A \$		\$0.	72	5,800		D			
Common Stock				11/06	5/2009	9				S <sup>(1)</sup>		4,000	0 D		\$	6	1,800		D			
		Ţ	able II -									sed of onverti					wned					
	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deeme Execution if any (Month/Da	Date,	1. Transactior Code (Instr. 3)				6. Date Exercisa Expiration Date (Month/Day/Yea			7. Title and Amount of Securities Underlying Derivative Seci (Instr. 3 and 4)		Security	De Se (In	8. Price of Derivative Security (Instr. 5)	9. Number derivative Securities Beneficial Owned Following Reported Transactio (Instr. 4)	e s lly	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)		
					Code	v	(A)	(D)	Da Ex	ate ercisable		xpiration ate	Title		Amoun or Numbe of Shares							
Stock Option (right to	\$0.72	11/06/2009			М			4,000		(2)	1	2/12/2012		nmon tock	4,000		\$0	39,700	)	D		

## **Explanation of Responses:**

- 1. The sale reported in this Form 4 was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on June 9, 2009.
- 2. All shares under the applicable option grants are currently exercisable.

/s/ Monica L. Greenberg, 11/10/2009 attorney-in-fact

\*\* Signature of Reporting Person

Date

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

- $^{\star}$  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).

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.