## Edgar Filing: MARCHEX INC - Form 4

MADCHEV INC

Form 4											
October 14, 2	ГЛ									PPROVAL	
	<b>UNITED STATES SECURITIES AND EXCHANGE COMMISSIO</b> Washington, D.C. 20549						COMMISSION	OMB Number:	3235-0287		
Check thi if no long subject to Section 1 Form 4 o	s box STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES								Expires:January 31 2009Estimated average burden hours per response0.4		
Form 5 obligation may cont <i>See</i> Instru 1(b).	inue. Section 17(	a) of the		ility Hold	ling Com	ipany	Act of	ge Act of 1934, f 1935 or Sectio 40	n		
(Print or Type F	Responses)										
1. Name and Address of Reporting Person *2. IssuCaldwell Ethan ASymbol				er Name <b>and</b> Ticker or Trading				5. Relationship of Reporting Person(s) to Issuer			
				MARCHEX INC [MCHX]				(Check all applicable)			
(Month/ 520 PIKE STREET, SUITE 2000 (Street) 4. If An				1 + 2010				Director       10% Owner        X Officer (give title       Other (specify below)         Beneral Counsel & CAO			
				Amendment, Date Original (Month/Day/Year)				<ul> <li>6. Individual or Joint/Group Filing(Check</li> <li>Applicable Line)</li> <li>_X_ Form filed by One Reporting Person</li> </ul>			
SEATTLE,	WA 98101							Form filed by M Person	Aore than One Re	porting	
(City)	(State)	(Zip)	Table	e I - Non-D	erivative S	Securi	ties Acc	uired, Disposed of	f, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Dat (Month/Day/Year)	Execution Execution any	med on Date, if Day/Year)	n Date, if Transaction(A) or Disposed of Code (D)		d of	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)			
Class B Common Stock	10/14/2010			Code V $S_{\underline{(1)}}^{(1)}$	Amount 6,198	(D) D	Price \$ 6.01	230,208	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.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactio Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Titl Amou Under Secur (Instr.	ınt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owna Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

## **Reporting Owners**

<b>Reporting Owner Name / Addr</b>	ess		Relationships	
	Director	10% Owner	Officer	Other
Caldwell Ethan A 520 PIKE STREET SUITE 2000 SEATTLE, WA 98101			General Counsel & CAO	
Signatures				
Ethan A. Caldwell	10/14/2010			
**Signature of	Date			

Reporting Person

## **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).

(1) The sales reported on this Form 4 were effected pursuant to a Rule 10(b)5-1 trading plan adopted by the reporting person.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.