

Lewis John Hartnett  
 Form 4  
 January 05, 2012

**FORM 4**

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

OMB APPROVAL

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

**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 \*  
 Osmium Partners, LLC

2. Issuer Name and Ticker or Trading Symbol  
 SPARK NETWORKS INC [LOV]

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)

(Last) (First) (Middle)  
 388 MARKET STREET, SUITE 920  
 (Street)

3. Date of Earliest Transaction  
 (Month/Day/Year)  
 01/03/2012

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

SAN FRANCISCO, CA 94111  
 (City) (State) (Zip)

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

**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 Ownership (Instr. 4) |
|----------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                  |                                      |  | Code                           | V   | Amount (A) or (D) Price   |  |                                   |
| Common Stock (\$0.001 par value) | 01/03/2012                           |  | P                              |   | 15,300 A \$ 3.86 (1)  | 825,093  | I By Osmium Capital, LP (2)       |
| Common Stock (\$0.001 par value) | 01/04/2012                           |  | P                              |   | 11,262 A \$ 3.85 (3)  | 836,355  | I By Osmium Capital, LP (2)       |
| Common Stock (\$0.001 par value) | 01/05/2012                           |  | P                              |   | 4,600 A \$ 3.88 (4)   | 840,955  | I By Osmium Capital, LP (2)       |

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|                                     |           |   |  |
|-------------------------------------|-----------|---|--|
| Common Stock<br>(\$0.001 par value) | 1,708,445 | I | By Osmium Capital II, LP <sup>(2)</sup>          |
| Common Stock<br>(\$0.001 par value) | 164,369   | I | By Osmium Spartan, LP <sup>(2)</sup>             |
| Common Stock<br>(\$0.001 par value) | 128,478   | I | By individually managed accounts. <sup>(5)</sup> |
| Common Stock<br>(\$0.001 par value) | 143,564   | I | By John H. Lewis directly.                       |

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

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SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 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. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned Following Transaction (Instr. 6) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares   |

## Reporting Owners

| Reporting Owner Name / Address            | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| Osmium Partners, LLC<br>388 MARKET STREET |               | X         |         |       |

SUITE 920  
SAN FRANCISCO, CA 94111

OSMIUM CAPITAL LP  
388 MARKET STREET  
SUITE 920 X  
SAN FRANCISCO, CA 94111

Osmium Capital II, LP  
388 MARKET STREET  
SUITE 920 X  
SAN FRANCISCO, CA 94111

OSMIUM SPARTAN L P  
388 MARKET STREET  
SUITE 920 X  
SAN FRANCISCO, CA 94111

Lewis John Hartnett  
388 MARKET STREET  
SUITE 920 X  
SAN FRANCISCO, CA 94111

## Signatures

/s/ John H. Lewis, individually, and as Managing Member of Osmium Partners, LLC, for  
itself and as General Partner of Osmium Capital, LP, Osmium Capital II, LP, and Osmium  
Spartan, LP

01/05/2012

\_\_Signature of Reporting Person

Date

## 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) This transaction was executed in multiple trades at prices ranging from \$3.85 to \$3.89. The price reported above in Column 4 of Table I reflects the weighted average purchase price. The reporting persons hereby undertake to provide upon request to the SEC staff, the issuer or a security holder of the issuer complete information regarding the number of shares and prices at which each of the individual transactions was effected.

(2) The general partner of Osmium Capital, LP, Osmium Capital II, LP and Osmium Spartan, LP is Osmium Partners, LLC. John H. Lewis is the controlling member of Osmium Partners, LLC, and Mr. Lewis may be deemed to have voting and dispositive power with respect to the shares held by Osmium Capital, LP, Osmium Capital II, LP and Osmium Spartan, LP. Mr. Lewis disclaims beneficial ownership of such shares, except to the extent of his pecuniary interest therein, if any, and this report shall not be deemed an admission that Mr. Lewis is the beneficial owner of the shares for purposes of Section 16 of the Securities and Exchange Act of 1934 or for any other purpose.

(3) This transaction was executed in multiple trades at prices ranging from \$3.83 to \$3.90. The price reported above in Column 4 of Table I reflects the weighted average purchase price. The reporting persons hereby undertake to provide upon request to the SEC staff, the issuer or a security holder of the issuer complete information regarding the number of shares and prices at which each of the individual transactions was effected.

(4) This transaction was executed in multiple trades at prices ranging from \$3.82 to \$3.90. The price reported above in Column 4 of Table I reflects the weighted average purchase price. The reporting persons hereby undertake to provide upon request to the SEC staff, the issuer or a security holder of the issuer complete information regarding the number of shares and prices at which each of the individual transactions was effected.

(5) Osmium Partners, LLC manages separately managed accounts for various individuals and has discretionary investment authority over the trading of securities in such accounts. John H. Lewis is the controlling member of Osmium Partners, LLC, and Mr. Lewis may be deemed to have voting and dispositive power with respect to the shares held by such individuals. Mr. Lewis disclaims beneficial ownership of such shares, except to the extent of his pecuniary interest therein, if any, and this report shall not be deemed an admission that Mr. Lewis is the beneficial owner of the shares for purposes of Section 16 of the Securities and Exchange Act of 1934 or for any other purpose.

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