

CEVA INC  
Form 4  
August 01, 2014

**FORM 4**

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

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

## OMB APPROVAL

OMB  
Number: 3235-0287  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
RIMA SENVEST MANAGEMENT,  
L.L.C.

(Last) (First) (Middle)

540 MADISON AVENUE, 32ND  
FLOOR

(Street)

NEW YORK, NY 10022

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
CEVA INC [CEVA]

3. Date of Earliest Transaction  
(Month/Day/Year)  
10/04/2013

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_\_\_ Form filed by One Reporting Person  
\_\_X\_\_ Form filed by More than One Reporting  
Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of<br>Security<br>(Instr. 3)                 | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3.<br>Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired<br>(A) or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|-------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 10/04/2013                              | 10/09/2013                                                  | P                                       | 6,289 A                                                                 | \$<br>14.09 262,655                                                                                                | I (1)                                                                | See<br>Footnote<br>(1)                                            |
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 10/04/2013                              | 10/09/2013                                                  | P                                       | 2,838 A                                                                 | \$<br>14.09 265,493                                                                                                | I (1)                                                                | See<br>Footnote<br>(1)                                            |
| Common<br>Stock,                                      | 10/24/2013                              | 10/29/2013                                                  | P                                       | 283 A                                                                   | \$<br>14.07 281,816                                                                                                | I (1)                                                                | See<br>Footnote                                                   |

Edgar Filing: CEVA INC - Form 4

|                                                       |            |            |   |       |   |             |         |       |                        |
|-------------------------------------------------------|------------|------------|---|-------|---|-------------|---------|-------|------------------------|
| \$0.001 par<br>value per<br>share                     |            |            |   |       |   |             |         |       | (1)                    |
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 10/24/2013 | 10/29/2013 | P | 93    | A | \$<br>14.07 | 281,909 | I (1) | See<br>Footnote<br>(1) |
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 10/25/2013 | 10/30/2013 | P | 451   | A | \$<br>13.88 | 282,360 | I (1) | See<br>Footnote<br>(1) |
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 10/28/2013 | 10/31/2013 | P | 95    | A | \$<br>13.92 | 282,455 | I (1) | See<br>Footnote<br>(1) |
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 10/28/2013 | 10/31/2013 | P | 289   | A | \$<br>13.92 | 282,744 | I (1) | See<br>Footnote<br>(1) |
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 10/28/2013 | 10/31/2013 | P | 8     | A | \$<br>13.87 | 282,752 | I (1) | See<br>Footnote<br>(1) |
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 10/28/2013 | 10/31/2013 | P | 24    | A | \$<br>13.87 | 282,776 | I (1) | See<br>Footnote<br>(1) |
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 10/30/2013 | 11/04/2013 | P | 449   | A | \$<br>14.46 | 283,225 | I (1) | See<br>Footnote<br>(1) |
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 10/30/2013 | 11/04/2013 | P | 1,002 | A | \$<br>14.18 | 284,227 | I (1) | See<br>Footnote<br>(1) |
| Common<br>Stock,<br>\$0.001 par                       | 10/30/2013 | 11/04/2013 | P | 329   | A | \$<br>14.18 | 284,556 | I (1) | See<br>Footnote<br>(1) |

Edgar Filing: CEVA INC - Form 4

|                                           |            |            |   |       |   |          |         |              |                         |
|-------------------------------------------|------------|------------|---|-------|---|----------|---------|--------------|-------------------------|
| value per share                           |            |            |   |       |   |          |         |              |                         |
| Common Stock, \$0.001 par value per share | 10/30/2013 | 11/04/2013 | P | 147   | A | \$ 14.46 | 284,703 | I <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 10/31/2013 | 11/05/2013 | P | 533   | A | \$ 14.51 | 285,236 | I <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 10/31/2013 | 11/05/2013 | P | 814   | A | \$ 14.39 | 286,050 | I <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 10/31/2013 | 11/05/2013 | P | 267   | A | \$ 14.39 | 286,317 | I <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 10/31/2013 | 11/05/2013 | P | 175   | A | \$ 14.51 | 286,492 | I <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 11/01/2013 | 11/06/2013 | P | 452   | A | \$ 14.26 | 286,944 | I <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 11/01/2013 | 11/06/2013 | P | 153   | A | \$ 14.26 | 287,097 | I <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per share | 11/15/2013 | 11/20/2013 | P | 1,991 | A | \$ 15.35 | 289,088 | I <u>(1)</u> | See Footnote <u>(1)</u> |
| Common Stock, \$0.001 par value per       | 11/18/2013 | 11/21/2013 | P | 23    | A | \$ 15.42 | 289,111 | I <u>(1)</u> | See Footnote <u>(1)</u> |

Edgar Filing: CEVA INC - Form 4

share

|                                                       |            |            |   |       |   |             |         |              |                               |
|-------------------------------------------------------|------------|------------|---|-------|---|-------------|---------|--------------|-------------------------------|
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 11/19/2013 | 11/22/2013 | P | 57    | A | \$<br>15.45 | 289,168 | I <u>(1)</u> | See<br>Footnote<br><u>(1)</u> |
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 01/14/2014 | 01/17/2014 | P | 1,832 | A | \$<br>16.69 | 286,405 | I <u>(1)</u> | See<br>Footnote<br><u>(1)</u> |
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 01/14/2014 | 01/17/2014 | P | 1,014 | A | \$<br>16.51 | 287,419 | I <u>(1)</u> | See<br>Footnote<br><u>(1)</u> |
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 01/15/2014 | 01/21/2014 | P | 1,138 | A | \$<br>16.71 | 288,557 | I <u>(1)</u> | See<br>Footnote<br><u>(1)</u> |
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 01/16/2014 | 01/22/2014 | P | 1,707 | A | \$<br>16.55 | 290,264 | I <u>(1)</u> | See<br>Footnote<br><u>(1)</u> |
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 01/16/2014 | 01/22/2014 | P | 569   | A | \$<br>16.68 | 290,833 | I <u>(1)</u> | See<br>Footnote<br><u>(1)</u> |
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 01/17/2014 | 01/23/2014 | P | 1,138 | A | \$ 16.4     | 291,971 | I <u>(1)</u> | See<br>Footnote<br><u>(1)</u> |
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 01/17/2014 | 01/23/2014 | P | 229   | A | \$<br>16.34 | 292,200 | I <u>(1)</u> | See<br>Footnote<br><u>(1)</u> |
| Common<br>Stock,<br>\$0.001 par<br>value per<br>share | 01/21/2014 | 01/24/2014 | P | 23    | A | \$<br>16.29 | 292,223 | I <u>(1)</u> | See<br>Footnote<br><u>(1)</u> |

# Edgar Filing: CEVA INC - Form 4

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.**

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<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |     | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |                    | 8. Price<br>of<br>Derivative<br>Security<br>(Instr. 3) |                                        |         |
|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-----|---------------------------------------------------------------------|--------------------|--------------------------------------------------------|----------------------------------------|---------|
|                                                     |                                                                    |                                         |                                                             | Code                                 | V                                                                                                                  | (A)                                                            | (D) | Date<br>Exercisable                                                 | Expiration<br>Date | Title                                                  | Amount<br>or<br>Number<br>of<br>Shares |         |
| Put<br>Option                                       | \$ 12.5                                                            | 10/04/2013                              | 10/09/2013                                                  | S                                    |                                                                                                                    | 23                                                             | (2) | 12/21/2013                                                          |                    | Common<br>Shares                                       | 2,300                                  | \$ 0.00 |
| Put<br>Option                                       | \$ 12.5                                                            | 10/04/2013                              | 10/09/2013                                                  | S                                    |                                                                                                                    | 17                                                             | (2) | 12/21/2013                                                          |                    | Common<br>Shares                                       | 1,700                                  | \$ 0.00 |
| Put<br>Option                                       | \$ 12.5                                                            | 10/07/2013                              | 10/08/2013                                                  | S                                    |                                                                                                                    | 34                                                             | (2) | 03/04/2014                                                          |                    | Common<br>Shares                                       | 3,400                                  | \$ 0.00 |
| Put<br>Option                                       | \$ 12.5                                                            | 10/07/2013                              | 10/08/2013                                                  | S                                    |                                                                                                                    | 26                                                             | (2) | 03/04/2014                                                          |                    | Common<br>Shares                                       | 2,600                                  | \$ 0.00 |
| Put<br>Option                                       | \$ 12.5                                                            | 10/23/2013                              | 10/24/2013                                                  | S                                    |                                                                                                                    | 34                                                             | (2) | 06/04/2014                                                          |                    | Common<br>Shares                                       | 3,400                                  | \$ 1.00 |
| Put<br>Option                                       | \$ 12.5                                                            | 10/23/2013                              | 10/24/2013                                                  | S                                    |                                                                                                                    | 26                                                             | (2) | 06/04/2014                                                          |                    | Common<br>Shares                                       | 2,600                                  | \$ 1.00 |
| Put<br>Option                                       | \$ 15                                                              | 12/02/2013                              | 12/03/2013                                                  | S                                    |                                                                                                                    | 6                                                              | (2) | 03/04/2014                                                          |                    | Common<br>Shares                                       | 600                                    | \$ 0.00 |
| Put<br>Option                                       | \$ 15                                                              | 12/02/2013                              | 12/03/2013                                                  | S                                    |                                                                                                                    | 5                                                              | (2) | 03/04/2014                                                          |                    | Common<br>Shares                                       | 500                                    | \$ 0.00 |

## Reporting Owners

| Reporting Owner Name / Address                                                                                   | Relationships |           |         |       |
|------------------------------------------------------------------------------------------------------------------|---------------|-----------|---------|-------|
|                                                                                                                  | Director      | 10% Owner | Officer | Other |
| RIMA SENVEST MANAGEMENT, L.L.C.<br>540 MADISON AVENUE<br>32ND FLOOR<br>NEW YORK, NY 10022                        |               | X         |         |       |
| MASHAAL RICHARD R<br>C/O RIMA SENVEST MANAGEMENT, L.L.C.<br>540 MADISON AVENUE, 32ND FLOOR<br>NEW YORK, NY 10022 |               | X         |         |       |

## Signatures

RIMA Senvest Management, L.L.C., By: /s/ Richard R. Mashaal, Managing Member 08/01/2014

\_\_Signature of Reporting Person

Date

/s/ Richard R. Mashaal

08/01/2014

\_\_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).  
 These securities are held in the accounts of several investment partnerships and investment funds (collectively, the "Investment Vehicles") for which RIMA Senvest Management, L.L.C. ("RIMA") serves as investment manager or general partner. Richard Mashaal is  
 (1) the managing member of RIMA. RIMA and Mr. Mashaal may be deemed to beneficially own the securities held by the Investment Vehicles by virtue of RIMA's position as investment manager or general partner of the Investment Vehicles and Mr. Mashaal's status as the managing member of RIMA.  
 (2) Exercisable Immediately.

### Remarks:

Form 4 - 1 of 5

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.