

Landa Matthew  
Form 4  
June 02, 2011

**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  
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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Landa Matthew

(Last) (First) (Middle)

10182 TELESIS COURT

(Street)

SAN DIEGO, CA 92121

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol

ACTIVE NETWORK INC [ACTV]

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

05/31/2011

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☒ Director ☐ 10% Owner  
☒ Officer (give title below) ☐ Other (specify below)

President

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 Indirect Beneficial Ownership (Instr. 4) |                                                        |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|---------|------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|--------------------------------------------------------|
|                                 |                                      |                                                    | Code                           | V                                                                 | Amount  | (A) or (D) | Price                                                                                         |                                                          |                                                       |                                                        |
| Common Stock                    | 05/31/2011                           |                                                    | M                              |                                                                   | 60,179  | A          | \$ 1.96                                                                                       | 60,179                                                   | I                                                     | The Landa Family Trust utd May 18, 2007 <sup>(1)</sup> |
| Common Stock                    | 05/31/2011                           |                                                    | F                              |                                                                   | 7,864   | D          | \$ 15                                                                                         | 52,315                                                   | I                                                     | The Landa Family Trust utd May 18, 2007 <sup>(1)</sup> |
| Common Stock                    | 05/31/2011                           |                                                    | M                              |                                                                   | 182,428 | A          | \$ 1.96                                                                                       | 234,743                                                  | I                                                     | The Landa Family                                       |

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|              |            |   |         |   |       |         |   |                                                        |
|--------------|------------|---|---------|---|-------|---------|---|--------------------------------------------------------|
| Common Stock | 05/31/2011 | F | 23,838  | D | \$ 15 | 210,905 | I | Trust utd May 18, 2007 <sup>(1)</sup>                  |
| Common Stock | 05/31/2011 | S | 210,905 | D | \$ 15 | 0       | I | The Landa Family Trust utd May 18, 2007 <sup>(1)</sup> |
| Common Stock |            |   |         |   |       | 400,000 | D |                                                        |

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) |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|
|                                            |                                                        |                                      |                                                    | Code                           | V (A) (D)                                                                               | Date Exercisable Expiration Date                         | Title Amount or Number of Shares                              |
| Stock Option (Right to Buy)                | \$ 1.96                                                | 05/31/2011                           |                                                    | M                              | 60,179                                                                                  | <u>(2)</u> 02/16/2016                                    | Common Stock 60,179                                           |
| Stock Option (Right to Buy)                | \$ 1.96                                                | 05/31/2011                           |                                                    | M                              | 182,428                                                                                 | <u>(2)</u> 11/09/2016                                    | Common Stock 182,428                                          |

## Reporting Owners

| Reporting Owner Name / Address                              | Relationships |           |           |       |
|-------------------------------------------------------------|---------------|-----------|-----------|-------|
|                                                             | Director      | 10% Owner | Officer   | Other |
| Landa Matthew<br>10182 TELESIS COURT<br>SAN DIEGO, CA 92121 | X             |           | President |       |

## Signatures

/s/ Kourosh Vossoughi,  
Attorney-in-fact

06/02/2011

\_\_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) Mr. Landa is the trustee of The Landa Family Trust utd May 18, 2007 and has voting and dispositive power with respect to these shares.  
Mr. Landa disclaims beneficial ownership except to the extent of his pecuniary interest therein.
- (2) The options are fully vested and exercisable as of the date of this report.

### Remarks:

Exhibit Index

Exhibit 24 - Power of Attorney

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.  
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