

EBAY INC  
Form 4  
September 18, 2007

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL  
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**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 \*  
JACOBSON MICHAEL R

(Last) (First) (Middle)

C/O EBAY INC., 2145 HAMILTON AVE

(Street)

SAN JOSE, CA 95125

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
09/17/2007

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)  
SVP, Legal Affairs, GC & Sec

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                    | 09/17/2007                           |  | M                              | 30,136 A \$ 0.625   | 297,224   | D  |   |
| Common Stock                    | 09/17/2007                           |  | S                              | 30,136 (1) D \$ 37.2013   | 267,088   | D  |   |
| Common Stock                    | 09/17/2007                           |  | M                              | 39,864 A \$ 10.0157   | 306,952   | D  |   |
| Common Stock                    | 09/17/2007                           |  | S                              | 39,864 (1) D \$ 37.2013   | 267,088   | D  |   |
| Common Stock                    |                                      |  |                                |   | 200,000   | I  | by Partnership  |

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

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(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 Security (Instr. 3 and 4) |              |                         |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------|-------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title        | Amount Number of Shares |
| Non-Qualified Stock Option (right to buy)  | \$ 0.625   | 09/17/2007                           |  | M                              | 30,136  | <u>(2)</u>   | 08/24/2008  | Common Stock | 30,                     |
| Non-Qualified Stock Option (right to buy)  | \$ 10.0157   | 09/17/2007                           |  | M                              | 39,864  | <u>(3)</u>   | 01/12/2011  | Common Stock | 39,                     |
| Non-Qualified Stock Option (right to buy)  | \$ 14.5125   |                                      |  |                                |   | <u>(4)</u>   | 02/12/2012  | Common Stock | 500                     |
| Non-Qualified Stock Option (right to buy)  | \$ 19.3875   |                                      |  |                                |   | <u>(5)</u>   | 03/03/2013  | Common Stock | 500                     |
| Non-Qualified Stock Option (right to buy)  | \$ 31.93   |                                      |  |                                |   | <u>(6)</u>   | 03/01/2014  | Common Stock | 148                     |
| Non-Qualified Stock Option (right to buy)  | \$ 34.615  |                                      |  |                                |   | <u>(7)</u>   | 03/01/2014  | Common Stock | 250                     |
| Non-Qualified Stock Option (right to buy)  | \$ 39.9  |                                      |  |                                |   | <u>(8)</u>   | 03/01/2013  | Common Stock | 110                     |
| Non-Qualified Stock Option (right to buy)  | \$ 42.58   |                                      |  |                                |   | <u>(9)</u>   | 03/01/2015  | Common Stock | 140                     |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                                    |       |
|--|---------------|-----------|------------------------------------|-------|
|  | Director      | 10% Owner | Officer                            | Other |
| JACOBSON MICHAEL R<br>C/O EBAY INC.<br>2145 HAMILTON AVE<br>SAN JOSE, CA 95125 |               |           | SVP, Legal<br>Affairs, GC<br>& Sec |       |

## Signatures

Michael Richard  
Jacobson 09/18/2007

\*\*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) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan.
- (2) Option became exercisable as to 360,000 shares on January 25, 1999 and with respect to remaining shares, 1,140,012 on 08/24/99 and 2.0833% of such shares each month thereafter.
- (3) The option becomes exercisable beginning 09/24/02 and 1/48 per month thereafter over four years.
- (4) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 8/12/02 and 1/48th per month thereafter.
- (5) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/01/03 and 1/48th per month thereafter.
- (6) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 09/1/07 and 1/48th per month thereafter.
- (7) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/04 and 1/48th per month thereafter.
- (8) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/06 and 1/48th per month thereafter.
- (9) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/05 and 1/48th per month thereafter.

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.