

Landa Matthew  
Form 4  
April 04, 2012

**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  
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(Print or Type Responses)

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

(Last) (First) (Middle)

10182 TELESIS COURT, SUITE  
100

(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)

04/02/2012

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                    | 04/02/2012                           |                                                    | M                              |                                                                   | 5,100  | A \$ 1.96                                                                                     | 5,100                                                    | I                                                     | The Landa Family Trust utd May 18, 2007 <sup>(1)</sup> |
| Common Stock                    | 04/02/2012                           |                                                    | S <sup>(2)</sup>               |                                                                   | 5,100  | D \$ <sup>(3)</sup> 16.7073                                                                   | 0                                                        | I                                                     | The Landa Family Trust utd May 18, 2007 <sup>(1)</sup> |

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|              |            |                  |       |   |                           |         |   |                                                        |
|--------------|------------|------------------|-------|---|---------------------------|---------|---|--------------------------------------------------------|
| Common Stock | 04/03/2012 | M                | 8,340 | A | \$ 1.96                   | 8,340   | I | The Landa Family Trust utd May 18, 2007 <sup>(1)</sup> |
| Common Stock | 04/03/2012 | S <sup>(2)</sup> | 8,340 | D | \$ 16.8723 <sup>(4)</sup> | 0       | I | The Landa Family Trust utd May 18, 2007 <sup>(1)</sup> |
| Common Stock |            |                  |       |   |                           | 266,013 | 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) | 8. Title and Amount of Derivative 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                                                | 04/02/2012                           |                                                    | M                              | 5,100                                                                                   | <sup>(5)</sup> 11/09/2016                                | Common Stock                                                  | 5,100                                                         |
| Stock Option (right to buy)                | \$ 1.96                                                | 04/03/2012                           |                                                    | M                              | 8,340                                                                                   | <sup>(5)</sup> 11/09/2016                                | Common Stock                                                  | 8,340                                                         |

## Reporting Owners

| Reporting Owner Name / Address                                           | Relationships |           |           |       |
|--------------------------------------------------------------------------|---------------|-----------|-----------|-------|
|                                                                          | Director      | 10% Owner | Officer   | Other |
| Landa Matthew<br>10182 TELESIS COURT<br>SUITE 100<br>SAN DIEGO, CA 92121 | X             |           | President |       |

## Signatures

/s/ Kourosh Vossoughi,  
Attorney-in-fact

04/04/2012

\_\_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) 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 sales reported in this Form 4 were effected pursuant to a Rule 10-b5-1 trading plan adopted by the reporting person on September 15, 2011.
- (3) The sale prices for this transaction ranged from \$16.42 to \$16.85; the filer hereby agrees to provide, upon request, full information regarding the number of shares sold at each separate price.
- (4) The sale prices for this transaction ranged from \$16.87 to \$16.96; the filer hereby agrees to provide, upon request, full information regarding the number of shares sold at each separate price.
- (5) The options are fully vested and exercisable as of the date of this report.

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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