

Market Leader, Inc.  
Form 4  
August 09, 2013

**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 \*  
MENDENHALL RICHARD A

(Last) (First) (Middle)

11332 NE 122ND WAY, SUITE 200

(Street)

KIRKLAND, WA 98034

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Market Leader, Inc. [LEDR]

3. Date of Earliest Transaction (Month/Day/Year)  
08/07/2013

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)

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 Price (D)		
Common Stock	08/07/2013		M		20,000 (1)	A	\$ 2.2 20,000 D
Common Stock	08/07/2013		M		10,000 (1)	A	\$ 5.28 30,000 D
Common Stock	08/07/2013		M		10,000 (1)	A	\$ 2.88 40,000 D
Common Stock	08/07/2013		M		10,000 (1)	A	\$ 1.78 50,000 D
Common Stock	08/07/2013		M		10,000 (1)	A	\$ 2.06 60,000 D
	08/07/2013		M			A	\$ 1.8 75,000 D

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Common Stock				15,000 (1)				
Common Stock	08/07/2013		M	15,000 (1)	A	\$ 2.66	90,000	D
Common Stock	08/07/2013		M	15,000 (1)	A	\$ 6.84	105,000	D
Common Stock	08/07/2013		F	26,726 (3)	D	\$ 12.48	78,274	D

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.**

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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 Securities (Instr. 3 and 4)	Amount or Number of Shares
Option (Right to Buy)	\$ 2.2	08/07/2013		M	20,000	11/24/2004 08/24/2014	Common Stock	20,000
Option (Right to Buy)	\$ 5.28	08/07/2013		M	10,000	01/01/2008 01/12/2017	Common Stock	10,000
Option (Right to Buy)	\$ 2.88	08/07/2013		M	10,000	01/09/2009 01/09/2018	Common Stock	10,000
Option (Right to Buy)	\$ 1.78	08/07/2013		M	10,000	01/07/2010 01/07/2019	Common Stock	10,000
Option (Right to Buy)	\$ 2.06	08/07/2013		M	10,000	01/06/2011 01/06/2020	Common Stock	10,000
Option (Right to Buy)	\$ 1.8	08/07/2013		M	15,000	01/06/2012 01/06/2021	Common Stock	15,000

Buy)

Option (Right to Buy)	\$ 2.66	08/07/2013	M	15,000	01/12/2013	01/12/2022	Common Stock	15,000
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Option (Right to Buy)	\$ 6.84	08/07/2013	M	15,000	08/07/2013 <sup>(2)</sup>	01/10/2023	Common Stock	15,000
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

MENDENHALL RICHARD A  
11332 NE 122ND WAY, SUITE 200  
KIRKLAND, WA 98034

## Signatures

Jacqueline  
Davidson, CFO

08/09/2013

\*\*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) Shares acquired on exercise of stock options.
- (2) Option accelerated in vesting and became exercisable August 7, 2013.
- (3) Shares withheld by company to cover exercise price on exercise of stock options; not an open market transaction.

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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