

ZILLOW INC  
Form 4  
February 17, 2015

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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 \*  
Schwartz Greg M

(Last) (First) (Middle)

C/O ZILLOW, INC., 1301  
SECOND AVENUE, FLOOR 31

(Street)

SEATTLE, WA 98101

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/17/2015

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)

Chief Revenue Officer

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  |                                | (A) or (D)  | Code V Amount (D) Price   |  |                                   |

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 Derivative Security | 2. Conversion or Exercise | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any | 4. Transaction Code | 5. Number of Derivative Securities | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |
|---------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|------------------------------------|--|---|
|---------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|------------------------------------|--|---|

Edgar Filing: ZILLOW INC - Form 4

| (Instr. 3)                  | Price of Derivative Security | (Month/Day/Year) | (Instr. 8)       | Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | Code | V | (A) | (D) | Date Exercisable          | Expiration Date | Title                | Amount or Number of Shares |
|-----------------------------|------------------------------|------------------|------------------|--|------|---|-----|-----|---------------------------|-----------------|----------------------|----------------------------|
| Stock Option (right to buy) | \$ 3.2448                    | 02/17/2015       | D <sup>(1)</sup> | 28,017   |      |   |     |     | 09/15/2011 <sup>(2)</sup> | 09/15/2017      | Class A Common Stock | 28,017                     |
| Stock Option (right to buy) | \$ 3.887                     | 02/17/2015       | D <sup>(1)</sup> | 48,254   |      |   |     |     | 03/01/2012 <sup>(2)</sup> | 03/01/2018      | Class A Common Stock | 48,254                     |
| Stock Option (right to buy) | \$ 30.46                     | 02/17/2015       | D <sup>(1)</sup> | 18,000   |      |   |     |     | 03/01/2013 <sup>(2)</sup> | 02/02/2019      | Class A Common Stock | 18,000                     |
| Stock Option (right to buy) | \$ 36.36                     | 02/17/2015       | D <sup>(1)</sup> | 43,000   |      |   |     |     | 02/01/2014 <sup>(2)</sup> | 01/24/2020      | Class A Common Stock | 43,000                     |
| Stock Option (right to buy) | \$ 82.05                     | 02/17/2015       | D <sup>(1)</sup> | 37,783   |      |   |     |     | 02/01/2015 <sup>(2)</sup> | 01/02/2021      | Class A Common Stock | 37,783                     |
| Stock Option (right to buy) | \$ 138.32                    | 02/17/2015       | D <sup>(1)</sup> | 20,000   |      |   |     |     | 08/01/2015 <sup>(2)</sup> | 08/18/2021      | Class A Common Stock | 20,000                     |
| Stock Option (right to buy) | \$ 101.715                   | 02/17/2015       | D <sup>(1)</sup> | 43,750   |      |   |     |     | 01/01/2016 <sup>(2)</sup> | 01/07/2022      | Class A Common Stock | 43,750                     |
| Stock Option (right to buy) | \$ 101.715 <sup>(3)</sup>    | 02/17/2015       | D <sup>(1)</sup> | 50,000   |      |   |     |     | 01/01/2016 <sup>(4)</sup> | 01/07/2025      | Class A Common Stock | 50,000                     |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director    10% Owner    Officer    Other

Schwartz Greg M  
C/O ZILLOW, INC.,  
1301 SECOND AVENUE, FLOOR 31  
SEATTLE, WA 98101

Chief Revenue Officer

## Signatures

/s/ Brad Owens,  
Attorney-in-Fact

02/17/2015

\_\_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) Derivative securities of Zillow, Inc. ("Issuer") were disposed of pursuant to the transactions contemplated by the Agreement and Plan of Merger among Issuer, Zillow Group, Inc., f/k/a Zebra Holdco, Inc. ("HoldCo"), and Trulia, Inc., dated as of July 28, 2014 (the "Merger Agreement"). Upon closing of the transactions contemplated by the Merger Agreement (the "Effective Time"), Issuer became a wholly owned subsidiary of HoldCo, and each share of Class A Common Stock of Issuer was converted into one share of Class A Common Stock of HoldCo. Derivative securities relating to the Class A Common Stock of Issuer were assumed by HoldCo and converted into derivative securities relating to an equal number of shares of Class A Common Stock of HoldCo on otherwise the same terms and conditions (including the vesting schedule and exercise price) that applied to such derivative securities immediately prior to the Effective Time.

(2) Date at which first vesting occurs is indicated. 1/4th of the total number of shares originally subject to the option becomes exercisable at the first vesting date and an additional 1/48th becomes exercisable each month thereafter until the option is fully vested.

(3) The option's exercisability is subject to shareholder approval of a share increase under Issuer's Amended and Restated 2011 Incentive Plan assumed by HoldCo.

(4) Date at which first vesting occurs is indicated. 1/16th of the total number of shares originally subject to the option becomes vested at the first vesting date and an additional 1/192 becomes vested each month thereafter over the next 3 years; an additional 1/16th of the total number of shares originally subject to the option becomes vested on the 1-year anniversary of the first vesting date and an additional 1/192 becomes vested each month thereafter over the next 3 years; an additional 1/16th of the total number of shares originally subject to the option becomes vested on the 2-year anniversary of the first vesting date and an additional 1/192 becomes vested each month thereafter over the next 3 years; and an additional 1/16th of the total number of shares originally subject to the option becomes vested on the 3-year anniversary of the first vesting date and an additional 1/192 becomes vested each month thereafter over the next 3 years until the option is fully vested.

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.