

Market Leader, Inc.  
Form 4  
August 09, 2013

**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 \*  
GACEK JON W

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
11332 NE 122ND WAY, SUITE 200  
(Street)

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

\_\_\_\_ Director  
\_\_\_\_ Officer (give title below)  
\_\_\_\_ 10% Owner  
\_\_\_\_ Other (specify below)

KIRKLAND, WA 98034

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

(City) (State) (Zip)

**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 or Price		
Common Stock	08/07/2013		M		50,000 (1)	A	\$ 8.5 50,000 D
Common Stock	08/07/2013		M		10,000 (1)	A	\$ 5.28 60,000 D
Common Stock	08/07/2013		M		10,000 (1)	A	\$ 2.88 70,000 D
Common Stock	08/07/2013		M		10,000 (1)	A	\$ 1.78 80,000 D
Common Stock	08/07/2013		M		10,000 (1)	A	\$ 2.06 90,000 D
	08/07/2013		M			A	\$ 1.8 105,000 D

Edgar Filing: Market Leader, Inc. - Form 4

Common Stock				15,000 (1)			
Common Stock	08/07/2013		M	15,000 (1)	A	\$ 2.66	120,000 D
Common Stock	08/07/2013		M	15,000 (1)	A	\$ 6.84	135,000 D
Common Stock	08/07/2013		F	84,466 (3)	D	\$ 12.48	50,534 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.**

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
Option (Right to Buy)	\$ 8.5	08/07/2013		M	50,000	02/03/2005 11/03/2014	Common Stock	50,000	
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
--------------------------	---------	------------	---	--------	------------	------------	--------------	--------

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
--------------------------	---------	------------	---	--------	---------------------------	------------	--------------	--------

## Reporting Owners

### Reporting Owner Name / Address

### Relationships

Director    10% Owner    Officer    Other

GACEK JON W  
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 and taxes 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.

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.