

Erdekian Vahram  
Form 4  
October 25, 2004

**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 \*  
Stone Randy

(Last) (First) (Middle)  
83 VILES STREET  
(Street)  
WESTON, MA 02493  
(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
10/21/2004

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_\_\_ Form filed by One Reporting Person  
\_X\_ 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)
Common Stock <sup>(1)</sup>	10/21/2004		M	12,000 A	\$ 0.56 12,000	D	
Common Stock <sup>(3)</sup>	10/21/2004		M	4,672 A	\$ 0.56 49,344	D	
Common Stock <sup>(3)</sup>	10/21/2004		M	44,672 A	\$ 0.45 49,344	D	
Common Stock <sup>(4)</sup>	10/22/2004		S	3,420 D	\$ 1.3004 541,910	D	
Common Stock <sup>(4)</sup>	10/22/2004		S	46,581 D	\$ 1.2644 541,910	D	

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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 Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Stock Option (right to buy) granted on Oct. 29, 2001 <u>(1)</u>	\$ 0.56	10/21/2004		M	12,000	<u>(2)</u> 11/02/2004	Common Stock	12,000
Stock Option (right to buy) granted on Oct. 29, 2001 <u>(3)</u>	\$ 0.56	10/21/2004		M	4,672	<u>(2)</u> 11/02/2004	Common Stock	4,672
Stock Option (right to buy) granted on Nov. 5, 2002 <u>(3)</u>	\$ 0.45	10/21/2004		M	44,672	<u>(2)</u> 11/02/2004	Common Stock	44,672

## Reporting Owners

Reporting Owner Name / Address

Relationships

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Director   10% Owner   Officer   Other

Stone Randy 83 VILES STREET WESTON, MA 02493	X
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Erdekian Vahram 928 WEST CLIFF DRIVE WESTPORT, CT 06880	X
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Adams Timothy M 130 WILSONDALE STREET WESTWOOD, MA 02090	X
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## Signatures

/s/ Kevin P. Lanouette (pursuant to Power of Attorney granted by Randy Stone)	10/25/2004
__Signature of Reporting Person	Date

/s/ Kevin P. Lanouette (pursuant to Power of Attorney granted by Vahram V. Erdekian)	10/25/2004
__Signature of Reporting Person	Date

/s/ Kevin P. Lanouette (pursuant to Power of Attorney granted by Timothy M. Adams)	10/25/2004
__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) These securities are owned by Randy Stone. The reporting person is a member of a Section 13(d) group that owns more than 10% of the issuer's outstanding common stock.  
  
This option is fully vested and exercisable. This option was granted in substitution for, and in replacement of, an option with substantially similar terms previously granted by Modus Media, Inc. to the reporting person. This option was granted by the issuer in connection with the issuer's acquisition of Modus Media, Inc., which closed on August 2, 2004.
  - (3) These securities are owned by Vahram V. Erdekian. The reporting person is a member of a Section 13(d) group that owns more than 10% of the issuer's outstanding common stock.
  - (4) These securities are owned by Timothy M. Adams. The reporting person is a member of a Section 13(d) group that owns more than 10% of the issuer's outstanding common stock.

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.