

Hurt Brett A.  
Form 4  
February 08, 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 \*  
Hurt Brett A.

(Last) (First) (Middle)

3900 N. CAPITAL OF TX  
HWY, STE. 300

(Street)

AUSTIN, TX 78746

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Bazaarvoice Inc [BV]

3. Date of Earliest Transaction  
(Month/Day/Year)  
12/24/2012

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)

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 (D) Price			
Common Stock	12/24/2012		G <sup>(1)</sup>	V 165,525 D \$ 0 928,781	I	By BAH Trust	
Common Stock	12/24/2012		G <sup>(1)</sup>	V 165,525 A \$ 0 4,318,076	D		
Common Stock	02/08/2013		G <sup>(2)</sup>	V 9,750 D \$ 0 4,308,326	D		
Common Stock	02/08/2013		G <sup>(2)</sup>	V 9,750 A \$ 0 9,750	I	By LBH Article VI Trust	
Common Stock	02/08/2013		G <sup>(3)</sup>	V 9,750 D \$ 0 4,298,576	D		

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Common Stock	02/08/2013	G <sup>(3)</sup>	V	9,750	A	\$ 0	9,750	I	By RLH Article VI Trust
Common Stock	02/08/2013	G <sup>(4)</sup>	V	408,120	D	\$ 0	520,661	I	By BAH Trust
Common Stock	02/08/2013	G <sup>(4)</sup>	V	408,120	A	\$ 0	417,870	I	By LBH Article VI Trust
Common Stock	02/08/2013	G <sup>(5)</sup>	V	408,120	D	\$ 0	112,541	I	By BAH Trust
Common Stock	02/08/2013	G <sup>(5)</sup>	V	408,120	A	\$ 0	417,870	I	By RLH Article VI Trust
Common Stock	02/08/2013	G <sup>(6)</sup>	V	332,609	D	\$ 0	167,391	I	By BAH 2012 Two Year GRAT
Common Stock	02/08/2013	G <sup>(6)</sup>	V	332,609	A	\$ 0	4,631,185	D	

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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned (Instr. 6)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

# Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Hurt Brett A. 3900 N. CAPITAL OF TX HWY STE. 300 AUSTIN, TX 78746	X			

# Signatures

/s/ Bryan C. Barksdale (as Attorney-in-Fact for Brett A. Hurt)	02/08/2013
**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) This transaction involved an annuity distribution to the reporting person from BAH Trust. The reporting person's spouse is the trustee of the trust.  
  
This transaction involved a gift of securities by the reporting person to LBH Article VI Trust for the benefit of the reporting person's children. The reporting person's spouse is the trustee of the trust. The reporting person disclaims beneficial ownership of the reported securities except to the extent of any pecuniary interest therein, and the inclusion of these securities in this report shall not be deemed an admission that the reporting person is the beneficial owner of these securities for purposes of Section 16 or for any other purpose.
- (2) This transaction involved a gift of securities by the reporting person to RLH Article VI Trust for the benefit of the reporting person's children. The reporting person's spouse is the trustee of the trust. The reporting person disclaims beneficial ownership of the reported securities except to the extent of any pecuniary interest therein, and the inclusion of these securities in this report shall not be deemed an admission that the reporting person is the beneficial owner of these securities for purposes of Section 16 or for any other purpose.
- (3) This transaction involved a gift of securities by BAH Trust to LBH Article VI Trust for the benefit of the reporting person's children. The reporting person's spouse is the trustee of both trusts. The reporting person disclaims beneficial ownership of the reported securities except to the extent of any pecuniary interest therein, and the inclusion of these securities in this report shall not be deemed an admission that the reporting person is the beneficial owner of these securities for purposes of Section 16 or for any other purpose.
- (4) This transaction involved a gift of securities by BAH Trust to RLH Article VI Trust for the benefit of the reporting person's children. The reporting person's spouse is the trustee of both trusts. The reporting person disclaims beneficial ownership of the reported securities except to the extent of any pecuniary interest therein, and the inclusion of these securities in this report shall not be deemed an admission that the reporting person is the beneficial owner of these securities for purposes of Section 16 or for any other purpose.
- (5) This transaction involved an annuity distribution to the reporting person from BAH 2012 Two Year GRAT. The reporting person is the trustee of the trust.
- (6)

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.