

JACOBSON MICHAEL R
Form 4
November 02, 2010

FORM 4

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

OMB APPROVAL

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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 *
JACOBSON MICHAEL R

(Last) (First) (Middle)

C/O EBAY INC., 2145 HAMILTON AVE

(Street)

SAN JOSE, CA 95125

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
10/29/2010

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)

SVP, Legal General Counsel

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 or Price		
Common Stock	10/29/2010		M		\$ 115,034 10.0157	544,964	D
Common Stock	10/29/2010		S		\$ 115,034 (1) (2)	429,930	D
Common Stock						7,914	I by Partnership

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

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displays a currently valid OMB control number.

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 Security (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Am Nur Sha
Non-Qualified Stock Option (right to buy)	\$ 10.0157	10/29/2010		M	115,034	(3)	01/12/2011	Common Stock	11
Non-Qualified Stock Option (right to buy)	\$ 10.5					(4)	03/02/2016	Common Stock	91
Non-Qualified Stock Option (right to buy)	\$ 14.5125					(5)	02/12/2012	Common Stock	50
Non-Qualified Stock Option (right to buy)	\$ 19.3875					(6)	03/03/2013	Common Stock	50
Non-Qualified Stock Option (right to buy)	\$ 23.88					(7)	03/01/2017	Common Stock	10
Non-Qualified Stock Option (right to buy)	\$ 25.85					(8)	03/03/2015	Common Stock	91
Restricted Stock Units (RSUs)	(9)					(10)	(11)	Common Stock	41
Restricted Stock Units -2	(9)					(12)	(11)	Common Stock	45
Restricted Stock Units -4	(9)					(13)	(11)	Common Stock	4
Restricted Stock Units -5	(9)					(14)	(11)	Common Stock	15
Restricted Stock Units -6	(9)					(15)	(11)	Common Stock	25

