Mendel Scott Form 4 March 13, 2012

#### FORM 4

#### OMB APPROVAL

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

OMB Number: 3235-0287

Check this box if no longer subject to Section 16.

Expires: January 31, 2005

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Estimated average burden hours per response... 0.5

Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * Mendel Scott			2. Issuer Name <b>and</b> Ticker or Trading Symbol ACTIVE NETWORK INC [ACTV]	5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)		
(Last)	(First) (Middle		3. Date of Earliest Transaction	(Check all applicable)		
10182 TELESIS COURT, SUITE 100		SUITE	(Month/Day/Year) 03/09/2012	Director 10% OwnerX Officer (give title Other (specify below) Chief Financial Officer		
(Street)			4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check		
SAN DIEGO, CA 92121			Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person		

(City)	(State)	(Zip) Tab	ole I - Non-	Derivative	Secu	rities Acquii	red, Disposed of,	or Beneficiall	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactic Code (Instr. 8)	4. Securit or Dispos (Instr. 3,	ed of	` '	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 Indirect Beneficial Ownership (Instr. 4)
Common Stock	03/09/2012		M	40,208	A	\$ 1.96	40,208	D	
Common Stock	03/09/2012		S <u>(1)</u>	40,208	D	\$ 16.5085 (2)	0	D	
Common Stock	03/09/2012		M	9,218	A	\$ 4.87	9,218	D	
Common Stock	03/09/2012		S <u>(1)</u>	9,218	D	\$ 16.48	0	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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. Transactic Code (Instr. 8)	5. Number of tiorDerivative Securities (Month/Day/Year)  Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)			e and 7. Title and Amount Underlying Securitie (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Share
Stock Option (Right to Buy)	\$ 1.96	03/09/2012		M	40,208	03/08/2010(3)	03/08/2020	Common Stock	40,208
Stock Option (Right to Buy)	\$ 4.87	03/09/2012		M	9,218	11/18/2010	11/18/2020	Common Stock	9,218

## **Reporting Owners**

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Mendel Scott

10182 TELESIS COURT SUITE 100

SAN DIEGO, CA 92121

Chief Financial Officer

#### **Signatures**

/s/ Kourosh Vossoughi, Attorney-in-fact

03/13/2012

\*\*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) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on August 29, 2011.

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- (2) The sale prices for this transaction range from \$16.48 to \$16.59; the filer hereby agrees to provide, upon request, full information regarding the number of shares sold at each separate price.
- The options are immediately exercisable, but shares purchased under such option are subject to repurchase by the Issuer at the option (3) exercise price upon the Reporting Person's termination of service to the Issuer prior to vesting of these shares. 25% of the option shares vested on the first annual anniversary of such date with the remaining option shares vesting in 36 equal monthly installments thereafter.

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.