Edgar Filing: MARCHEX INC - Form 4

MADOUEN INC

Form 4	INC											
August 03, 2	2012											
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION							OMB APPROVAL					
-	UNITED	STATES		ITIES A hington,			NGE (COMMISSION	OMB Number:	3235-0287		
Check th if no long	Ter.								Expires:	s: January 31 2009		
subject to Section 1 Form 4 o Form 5	F CHANGES IN BENEFICIAL OWN SECURITIES Section 16(a) of the Securities Exchange						Estimated a burden hou response	average irs per				
obligatio may cont <i>See</i> Instru 1(b).	ns Section 17(a) of the		ility Hold	ling Com	ipany	Act of	f 1935 or Sectio	n			
(Print or Type I	Responses)											
1. Name and Address of Reporting Person <u>*</u> HOROWITZ RUSSELL C			2. Issuer Name and Ticker or Trading Symbol MARCHEX INC [MCHX]					5. Relationship of Reporting Person(s) to Issuer				
(Last) (First) (Middle)				3. Date of Earliest Transaction					k all applicable)			
520 PIKE STREET, SUITE 2000			(Month/Day/Year) 08/01/2012					below)	DirectorX_ 10% Owner Officer (give title Other (specify below) Chief Executive Officer			
			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 				
SEATTLE,	WA 98101							Person	Aore than One Re	eporting		
(City)	(State)	(Zip)	Table	e I - Non-Do	erivative S	Securi	ities Acc	uired, Disposed o	f, or Beneficial	lly Owned		
1.Title of Security (Instr. 3)	2. Transaction Dat (Month/Day/Year)	Executio any	emed on Date, if Day/Year)	3. Transactic Code (Instr. 8) Code V	on(A) or Di (D) (Instr. 3,	ispose	d 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)			
Class B Common Stock	08/01/2012			P <u>(1)</u>	5,000	(D) A	\$ 3.46	661,250	D			
Class B Common Stock								5,000	Ι	By IRA		

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

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 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. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Titl Amou Under Secur (Instr.	int of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
				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			
HOROWITZ RUSSELL C 520 PIKE STREET SUITE 2000 SEATTLE, WA 98101	Х	Х	Chief Executive Officer				
Signatures							
Russell C. 08 Horowitz	8/03/2012						

<u>**</u>Signature of Date Reporting Person

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 purchases reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person.

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.