

Bazaarvoice Inc  
Form SC 13G/A  
February 13, 2014

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Schedule 13G

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT TO RULES 13d-1 (b), (c) AND (d)  
AND AMENDMENTS THERETO FILED PURSUANT TO 13d-2 (b)

(Amendment No. 1)\*

Bazaarvoice, Inc.  
(Name of Issuer)

Common Stock  
(Title of Class of Securities)

073271108  
(CUSIP Number)

December 31, 2013  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

<input type="checkbox"/>	Rule 13d-1(b)
<input type="checkbox"/>	Rule 13d-1(c)
<input checked="" type="checkbox"/>	Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter

disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be “filed” for the purpose of Section 18 of the Securities Exchange Act of 1934 (“Act”) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

(Continued on following pages)

Page 1 of 12

Exhibit Index on Page 12

CUSIP # 073271108 Page 2 of 12

NAME OF REPORTING

1 SS OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Austin Ventures VIII, L.P. ("AV VIII")

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

2

(a) £ (b) S

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

NUMBER OF

SHARES

SOLE VOTING POWER

BENEFICIALLY

10,693,535 shares, except that AV Partners VIII, L.P. ("AVP VIII"), the general partner of AV VIII, may be deemed to have sole power to vote these shares, and Joseph C. Aragona ("Aragona"), Kenneth P. DeAngelis ("DeAngelis"), Christopher A. Pacitti ("Pacitti") and John D. Thornton ("Thornton"), the general partners of AVP VIII, may be deemed to have shared power to vote these shares.

OWNED BY

EACH

REPORTING

PERSON

WITH

6 SHARED VOTING POWER

See response to row 5.

7 SOLE DISPOSITIVE POWER

10,693,535 shares, except that AVP VIII, the general partner of AV VIII, may be deemed to have sole power to dispose of these shares, and Aragona, DeAngelis, Pacitti and Thornton, the general partners of AVP VIII, may be deemed to have shared power to dispose of these shares.

8 SHARED DISPOSITIVE POWER

See response to row 7.

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

10,693,535

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)

EXCLUDES CERTAIN SHARES £

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

14.1%

12 TYPE OF REPORTING PERSON

PN

CUSIP # 073271108 Page 3 of 12

NAME OF REPORTING  
 1 SS OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON  
 AV Partners VIII, L.P.  
 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

2  
 (a) £ (b) S

3 SEC USE ONLY  
 4 CITIZENSHIP OR PLACE OF ORGANIZATION  
 Delaware

NUMBER OF  
 SHARES  
 BENEFICIALLY OWNED BY EACH  
 REPORTING PERSON  
 WITH

SOLE VOTING POWER  
 5 10,693,535 shares, all of which are directly owned by AV VIII. AVP VIII, the general partner of AV VIII, may be deemed to have the sole power to vote these shares, and Aragona, DeAngelis, Pacitti and Thornton, the general partners of AVP VIII, may be deemed to have shared power to vote these shares.

6 SHARED VOTING POWER  
 See response to row 5.

7 SOLE DISPOSITIVE POWER  
 10,693,535 shares, all of which are directly owned by AV VIII. AVP VIII, the general partner of AV VIII, may be deemed to have the sole power to dispose of these shares, and Aragona, DeAngelis, Pacitti and Thornton, the general partners of AVP VIII, may be deemed to have shared power to dispose of these shares.

8 SHARED DISPOSITIVE POWER  
 See response to row 7.

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 10,693,535

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES £

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 14.1%

12 TYPE OF REPORTING PERSON PN

CUSIP # 073271108 Page 4 of 12

NAME OF REPORTING  
 1 SS OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON  
 Joseph C. Aragona  
 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

2  
 (a) £ (b) \$

3 SEC USE ONLY  
 4 CITIZENSHIP OR PLACE OF ORGANIZATION  
 U.S. Citizen

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5 SOLE VOTING POWER -0-  6 SHARED VOTING POWER 10,693,535 shares, all of which are directly owned by AV VIII. Aragona is a general partner of AVP VIII, the general partner of AV VIII, and may be deemed to have shared power to vote these shares.  7 SOLE DISPOSITIVE POWER -0- 8 SHARED DISPOSITIVE POWER 10,693,535 shares, all of which are directly owned by AV VIII. Aragona is a general partner of AVP VIII, the general partner of AV VIII, and may be deemed to have shared power to dispose of these shares.
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9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	10,693,535
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10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)  
 EXCLUDES CERTAIN SHARES £

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9	14.1%
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12 TYPE OF REPORTING PERSON	IN
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CUSIP # 073271108 Page 5 of 12

NAME OF REPORTING  
 1 SS OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON  
 Kenneth P. DeAngelis  
 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

2  
 (a) £ (b) S

3 SEC USE ONLY  
 4 CITIZENSHIP OR PLACE OF ORGANIZATION  
 U.S. Citizen

NUMBER OF 5 SOLE VOTING POWER  
 SHARES -0-  
 BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH  
 6 SHARED VOTING POWER  
 10,693,535 shares, all of which are directly owned by AV VIII. DeAngelis is a general partner of AVP VIII, the general partner of AV VIII, and may be deemed to have shared power to vote these shares.  
 7 SOLE DISPOSITIVE POWER  
 -0-  
 8 SHARED DISPOSITIVE POWER  
 10,693,535 shares, all of which are directly owned by AV VIII. DeAngelis is a general partner of AVP VIII, the general partner of AV VIII, and may be deemed to have shared power to dispose of these shares.

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 10,693,535

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES £  
 11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

14.1%

12 TYPE OF REPORTING PERSON

IN

CUSIP # 073271108 Page 6 of 12

NAME OF REPORTING  
 1 SS OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON  
 Christopher A. Pacitti  
 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

2  
 (a) £ (b) \$

3 SEC USE ONLY  
 4 CITIZENSHIP OR PLACE OF ORGANIZATION  
 U.S. Citizen

NUMBER OF 5 SOLE VOTING POWER  
 SHARES 25,273 shares  
 BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH  
 6 SHARED VOTING POWER  
 10,693,535 shares, all of which are directly owned by AV VIII. Pacitti is a general partner of AVP VIII, the general partner of AV VIII, and may be deemed to have shared power to vote these shares.

7 SOLE DISPOSITIVE POWER  
 25,273 shares  
 8 SHARED DISPOSITIVE POWER  
 10,693,535 shares, all of which are directly owned by AV VIII. Pacitti is a general partner of AVP VIII, the general partner of AV VIII, and may be deemed to have shared power to dispose of these shares.

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 10,718,808

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES £

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 14.1%

12 TYPE OF REPORTING PERSON IN

CUSIP # 073271108 Page 7 of 12

NAME OF REPORTING  
 1 SS OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON  
 John D. Thornton  
 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

2  
 (a) £ (b) \$

3 SEC USE ONLY  
 4 CITIZENSHIP OR PLACE OF ORGANIZATION  
 U.S. Citizen

NUMBER OF 5 SOLE VOTING POWER  
 SHARES -0-  
 BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH  
 6 SHARED VOTING POWER  
 10,693,535 shares, all of which are directly owned by AV VIII. Thornton is a general partner of AVP VIII, the general partner of AV VIII, and may be deemed to have shared power to vote these shares.  
 7 SOLE DISPOSITIVE POWER  
 -0-  
 8 SHARED DISPOSITIVE POWER  
 10,693,535 shares, all of which are directly owned by AV VIII. Thornton is a general partner of AVP VIII, the general partner of AV VIII, and may be deemed to have shared power to dispose of these shares.

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 10,693,535  
 10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES £  
 11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 14.1%  
 12 TYPE OF REPORTING PERSON IN



CUSIP # 073271108 Page 8 of 12

This Amendment No. 1 amends the Statement on Schedule 13G previously filed by Austin Ventures VIII, L.P., a Delaware limited partnership, AV Partners VIII, L.P., a Delaware limited partnership, Joseph C. Aragona, Kenneth P. DeAngelis, Christopher A. Pacitti and John D. Thornton. The foregoing entities and individuals are collectively referred to as the "Reporting Persons." Only those items as to which there has been a change are included in this Amendment No. 1.

ITEM 4. OWNERSHIP

The following information with respect to the ownership of the Common Stock of the issuer by the person filing this Statement is provided as of December 31, 2013.

(a) Amount beneficially owned:

See Row 9 of cover page for each Reporting Person.

(b) Percent of Class:

See Row 11 of cover page for each Reporting Person.

(c) Number of shares as to which such person has:

(i) Sole power to vote or to direct the vote:

See Row 5 of cover page for each Reporting Person.

(ii) Shared power to vote or to direct the vote:

See Row 6 of cover page for each Reporting Person.

(iii) Sole power to dispose or to direct the disposition of:

See Row 7 of cover page for each Reporting Person.

(iv) Shared power to dispose or to direct the disposition of:

See Row 8 of cover page for each Reporting Person.

CUSIP # 073271108 Page 9 of 12

SIGNATURES

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: February 12, 2014

AUSTIN VENTURES VIII, L.P. /s/ Kevin Kunz  
By AV Partners VIII, L.P.,       Signature  
Its General Partner  
  
Kevin Kunz  
Chief Financial Officer/Attorney-In-Fact

AV PARTNERS VIII, L.P.       /s/ Kevin Kunz  
Signature  
  
Kevin Kunz  
Chief Financial Officer/Attorney-In-Fact

JOSEPH C. ARAGONA       /s/ Kevin Kunz  
Signature  
  
Kevin Kunz  
Chief Financial Officer/Attorney-In-Fact

KENNETH P. DeANGELIS       /s/ Kevin Kunz  
Signature  
  
Kevin Kunz  
Chief Financial Officer/Attorney-In-Fact

CHRISTOPHER A. PACITTI       /s/ Kevin Kunz  
Signature  
  
Kevin Kunz  
Chief Financial Officer/Attorney-In-Fact

JOHN D. THORNTON       /s/ Kevin Kunz  
Signature

Kevin Kunz  
Chief Financial Officer/Attorney-In-Fact

CUSIP # 073271108 Page 10 of 12

EXHIBIT INDEX

Exhibit	Found on Sequentially Numbered Page
Exhibit A: Agreement of Joint Filing	11
Exhibit B: Power of Attorney	12

CUSIP # 073271108 Page 11 of 12

exhibit A

Agreement of Joint Filing

The Reporting Persons hereby agree that a single Schedule 13G (or any amendment thereto) relating to the common stock of the Issuer shall be filed on behalf of each of the Reporting Persons. Note that copies of the applicable Agreement of Joint Filing are already on file with the appropriate agencies.

CUSIP # 073271108 Page 12 of 12

EXHIBIT B

Power of Attorney

Kevin Kunz has signed this Schedule 13G as Attorney-in-Fact. Note that copies of the applicable Power of Attorney are already on file with the appropriate agencies.