Edgar Filing: ELOYALTY CORP - Form 4

ELOYALT Form 4 May 18, 20									
FORM	ЛЛ					-	PPROVAL		
	N OMB Number:	3235-0287							
Check th if no lon subject to Section Form 4 Form 5 obligation may con <i>See</i> Insta 1(b).	rger 50 16. or Filed pur Dns stinue.	AENT OF CH rsuant to Section a) of the Public 30(h) of the	Estimated burden hou response	Estimated average burden hours per response 0.5					
(Print or Type	Responses)								
1. Name and A MULLEN	Address of Reporting DAVID B	Sym	ssuer Name and Tic bol DYALTY CORP	-	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
(Last) (First) (Middle) 150 FIELD DRIVE, SUITE 250			nte of Earliest Transa nth/Day/Year) 4/2010	action	X_ Director 10% Owner Officer (give title Other (specify below) below)				
(Street)			Amendment, Date C l(Month/Day/Year)	Driginal	 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting 				
LAKE FOR	REST, IL 60045				Person	whole than one it	eporting		
(City)	(State)	(Zip)	Table I - Non-Deriv	vative Securities A	cquired, Disposed o	of, or Beneficia	lly Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, any (Month/Day/Ye	if TransactionAcc Code Dis	posed of (D) str. 3, 4 and 5) (A) or	Securities Beneficially Owned	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
Reminder: Re	port on a separate line	e for each class of	securities beneficial	lly owned directly o	or indirectly.				
			 	Persons who res information cont required to respo	pond to the colle ained in this form and unless the for atly valid OMB co	n are not rm	SEC 1474 (9-02)		
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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	2.	3. Transaction Date	3A. Deemed	4.	5. Number	6. Date Exercisable and	7. Title and Amount of	8. I
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onof Derivative	Expiration Date	Underlying Securities	Der
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)	Sec
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Acquired			(In

	Derivative Security				(A) or Dispose (D) (Instr. 3, and 5)					
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (right to buy)	\$ 6.34	05/14/2010	А		5,000		<u>(1)</u>	05/14/2020	Common Stock	5,000

Reporting Owners

Reporting Owner Name / Address		Relationsh		
	Director	10% Owner	Officer	Other
MULLEN DAVID B 150 FIELD DRIVE, SUITE 250 LAKE FOREST, IL 60045	Х			
Signatures				
William B. Noon, Attorney-in-fact	05/1	8/2010		
**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) Annual option grant under the eLoyalty Corporation 1999 Stock Incentive Plan. 25% of the option will become exercisable on May 31, 2011, with 6.25% becoming exercisable on each quarterly vesting date thereafter, until fully exercisable on May 31, 2014.

(2) Not Applicable

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.