

CEVA INC  
Form 4  
August 01, 2014

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
RIMA SENVEST MANAGEMENT,  
L.L.C.

(Last) (First) (Middle)

540 MADISON AVENUE, 32ND  
FLOOR

(Street)

NEW YORK, NY 10022

(City) (State) (Zip)

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

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

06/24/2014

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_X\_\_\_ 10% Owner  
\_\_\_ Officer (give title below) \_\_\_ Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)

\_\_\_ Form filed by One Reporting Person  
\_X\_ 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 (A) or (D) Price   |   |  |                                   |
| Common Stock, \$0.001 par value per share | 06/24/2014                           | 06/27/2014   | P                              | 786 A \$ 14.9   | 327,551   | I (1)  | See Footnote (1)                  |
| Common Stock, \$0.001 par value per share | 06/25/2014                           | 06/30/2014   | P                              | 154 A \$ 14.53  | 327,705   | I (1)  | See Footnote (1)                  |
| Common Stock,                             | 06/25/2014                           | 06/30/2014   | P                              | 416 A \$ 14.53  | 328,121   | I (1)  | See Footnote                      |

|   |            |            |   |     |   |          |         |       |                  |
|---|------------|------------|---|-----|---|----------|---------|-------|------------------|
| \$0.001 par value per share               |            |            |   |     |   |          |         |       | (1)              |
| Common Stock, \$0.001 par value per share | 06/30/2014 | 07/03/2014 | P | 194 | A | \$ 14.74 | 328,315 | I (1) | See Footnote (1) |
| Common Stock, \$0.001 par value per share | 07/01/2014 | 07/07/2014 | P | 27  | A | \$ 15.18 | 328,342 | I (1) | See Footnote (1) |
| Common Stock, \$0.001 par value per share | 07/01/2014 | 07/07/2014 | P | 57  | A | \$ 15.18 | 328,399 | I (1) | See Footnote (1) |

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

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(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. 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 Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned Following Transaction (Instr. 6) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|  |  |                                      |  |                                |   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares   |
|  |  |                                      |  |                                |   | Code   | V (A) (D)   |  |  |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

RIMA SENVEST MANAGEMENT, L.L.C.  
540 MADISON AVENUE  
32ND FLOOR X  
NEW YORK, NY 10022

MASHAAL RICHARD R  
C/O RIMA SENVEST MANAGEMENT, L.L.C. X  
540 MADISON AVENUE, 32ND FLOOR  
NEW YORK, NY 10022

## Signatures

RIMA Senvest Management, L.L.C., By: /s/ Richard R. Mashaal, Managing Member 08/01/2014

\_\_Signature of Reporting Person Date

/s/ Richard R. Mashaal 08/01/2014

\_\_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).

These securities are held in the accounts of several investment partnerships and investment funds (collectively, the "Investment Vehicles") for which RIMA Senvest Management, L.L.C. ("RIMA") serves as investment manager or general partner. Richard Mashaal is (1) the managing member of RIMA. RIMA and Mr. Mashaal may be deemed to beneficially own the securities held by the Investment Vehicles by virtue of RIMA's position as investment manager or general partner of the Investment Vehicles and Mr. Mashaal's status as the managing member of RIMA.

### Remarks:

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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.