

EBAY INC  
Form 4  
November 04, 2004

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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**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 \*  
JORDAN JEFFREY D

(Last) (First) (Middle)

C/O EBAY INC., 2145 HAMILTON AVE

(Street)

SAN JOSE, CA 95125

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
11/03/2004

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

SVP, eBay North America

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

\_X\_ Form filed by One Reporting Person  
\_\_\_ 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                    | 11/03/2004                           |  | M                              |   | 43,600  | A  | \$ 30.4844                        |
|                                 |                                      |  |                                |   | 57,300  |  |                                   |
| Common Stock                    | 11/03/2004                           |  | M                              |   | 6,400   | A  | \$ 20.0313                        |
|                                 |                                      |  |                                |   | 63,700  |  |                                   |
| Common Stock                    | 11/03/2004                           |  | S                              |   | 43,600  | D  | \$ 101.6063                       |
|                                 |                                      |  |                                |   | 20,100  |  |                                   |

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

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number.

**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 Underlying Security (Instr. 3 and 4) |              |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date                                   | Title        |
| Non-Qualified Stock Option (right to buy)  | \$ 20.0313   | 11/03/2004                           |  | M                              | 6,400   | 07/12/2001 <sup>(1)</sup>                                | 01/12/2011  | Common Stock |
| Non-Qualified Stock Option (right to buy)  | \$ 30.4844   | 11/03/2004                           |  | M                              | 43,600  | 09/01/2000 <sup>(2)</sup>                                | 09/01/2009  | Common Stock |
| Non-Qualified Stock Option (right to buy)  | \$ 29.025  |                                      |  |                                |   | 08/12/2002   | 02/12/2012  | Common Stock |
| Non-Qualified Stock Option (right to buy)  | \$ 35.5625   |                                      |  |                                |   | 01/10/2001 <sup>(3)</sup>                                | 01/10/2010  | Common Stock |
| Non-Qualified Stock Option (right to buy)  | \$ 38.775  |                                      |  |                                |   | 09/01/2003   | 03/03/2013  | Common Stock |
| Non-Qualified Stock Option (right to buy)  | \$ 69.23   |                                      |  |                                |   | <sup>(4)</sup>   | 03/01/2014  | Common Stock |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                         |       |
|--|---------------|-----------|-------------------------|-------|
|  | Director      | 10% Owner | Officer                 | Other |
| JORDAN JEFFREY D<br>C/O EBAY INC.<br>2145 HAMILTON AVE<br>SAN JOSE, CA 95125 |               |           | SVP, eBay North America |       |

## Signatures

Jeffrey Dalton  
Jordan 11/04/2004

\_\_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 options becomes exercisable beginning on 07/12/01 at 16.67% and 1/36th per month thereafter over 3 years.
- (2) Option becomes exercisable as to 25% of the shares on 09/01/00 and 1/48th of the shares each month thereafter.
- (3) Option becomes exercisable as to 25% of the shares on 01/10/01 and 1/48th of the shares each month thereafter.
- (4) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/04 and 1/48th per month thereafter.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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