

ZILLOW INC  
Form 4  
February 17, 2015

**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 \*  
Bohutinsky Amy

(Last) (First) (Middle)  
C/O ZILLOW, INC., 1301  
SECOND AVENUE, FLOOR 31  
  
(Street)

SEATTLE, WA 98101

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/17/2015

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)  
Chief Marketing Officer

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Class A Common Stock	01/17/2015		M		1,770 A \$ 3.2448	1,770	D
Class A Common Stock	01/17/2015		M		1,632 A \$ 3.5828	3,042	D
Class A Common Stock	01/17/2015		M		265 A \$ 3.887	3,667	D
Class A Common	01/17/2015		S <sup>(1)</sup>		3,667 D \$ 0		D
					110.96		

## Stock

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)	Amount or Number of Shares
Stock Option (right to buy)	\$ 3.2448	02/17/2015		M <sup>(1)</sup>	1,770	09/15/2011 <sup>(3)</sup> 09/15/2017	Class A Common Stock	1,770
Stock Option (right to buy)	\$ 3.5828	02/17/2015		M <sup>(1)</sup>	1,632	03/12/2011 <sup>(3)</sup> 03/12/2017	Class A Common Stock	0
Stock Option (right to buy)	\$ 3.887	02/17/2015		M <sup>(1)</sup>	265	03/01/2012 <sup>(3)</sup> 03/01/2018	Class A Common Stock	3,619
Stock Option (right to buy)	\$ 3.887	02/17/2015		D <sup>(2)</sup>	3,619	03/01/2012 <sup>(3)</sup> 03/01/2018	Class A Common Stock	3,619
Stock Option (right to buy)	\$ 3.5152	02/17/2015		D <sup>(2)</sup>	2,664	02/12/2010 <sup>(3)</sup> 02/12/2016	Class A Common Stock	2,664
Stock Option (right to buy)	\$ 30.46	02/17/2015		D <sup>(2)</sup>	18,000	03/01/2013 <sup>(3)</sup> 02/02/2019	Class A Common Stock	18,000
	\$ 36.36	02/17/2015		D <sup>(2)</sup>	43,000	02/01/2014 <sup>(3)</sup> 01/24/2020		43,000

Stock Option (right to buy)								Class A Common Stock	
Stock Option (right to buy)	\$ 82.05	02/17/2015	D <sup>(2)</sup>	27,783	02/01/2015 <sup>(3)</sup>	01/02/2021		Class A Common Stock	27,783
Stock Option (right to buy)	\$ 101.715	02/17/2015	D <sup>(2)</sup>	30,000	01/01/2016 <sup>(3)</sup>	01/07/2022		Class A Common Stock	30,000
Stock Option (right to buy)	\$ 101.715 <sup>(4)</sup>	02/17/2015	D <sup>(1)</sup>	50,000	01/01/2016 <sup>(5)</sup>	01/07/2025		Class A Common Stock	50,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Bohutinsky Amy C/O ZILLOW, INC., 1301 SECOND AVENUE, FLOOR 31 SEATTLE, WA 98101			Chief Marketing Officer	

## Signatures

/s/ Brad Owens,  
Attorney-in-Fact

02/17/2015

\_\_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 sale was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on December 16, 2014.  
Derivative securities of Zillow, Inc. ("Issuer") were disposed of pursuant to the transactions contemplated by the Agreement and Plan of Merger among Issuer, Zillow Group, Inc., f/k/a Zebra Holdco, Inc. ("HoldCo"), and Trulia, Inc., dated as of July 28, 2014 (the "Merger Agreement"). Upon closing of the transactions contemplated by the Merger Agreement (the "Effective Time"), Issuer became a wholly owned subsidiary of HoldCo, and each share of Class A Common Stock of Issuer was converted into one share of Class A Common Stock of HoldCo. Derivative securities relating to the Class A Common Stock of Issuer were assumed by HoldCo and converted into derivative securities relating to an equal number of shares of Class A Common Stock of HoldCo on otherwise the same terms and conditions (including the vesting schedule and exercise price) that applied to such derivative securities immediately prior to the Effective Time.
  - (3) Date at which first vesting occurs is indicated. 1/4th of the total number of shares originally subject to the option becomes exercisable at the first vesting date and an additional 1/48th becomes exercisable each month thereafter until the option is fully vested.
  - (4) The option's exercisability is subject to shareholder approval of a share increase under the Issuer's Amended and Restated 2011 Incentive Plan assumed by HoldCo.

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- (5) Date at which first vesting occurs is indicated. 1/16th of the total number of shares originally subject to the option becomes vested at the first vesting date and an additional 1/192 becomes vested each month thereafter over the next 3 years; an additional 1/16th of the total number of shares originally subject to the option becomes vested on the 1-year anniversary of the first vesting date and an additional 1/192 becomes vested each month thereafter over the next 3 years; an additional 1/16th of the total number of shares originally subject to the option becomes vested on the 2-year anniversary of the first vesting date and an additional 1/192 becomes vested each month thereafter over the next 3 years; and an additional 1/16th of the total number of shares originally subject to the option becomes vested on the 3-year anniversary of the first vesting date and an additional 1/192 becomes vested each month thereafter over the next 3 years until the option is fully vested.

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.