

INFOSPACE INC  
Form 4  
March 31, 2010

**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 \*  
**Rodkin John J**  
  
(Last) (First) (Middle)  
  
**601 108TH AVENUE NE, SUITE 1200**  
  
(Street)  
  
**BELLEVUE, WA 98004**  
  
(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**INFOSPACE INC [INSP]**  
  
3. Date of Earliest Transaction (Month/Day/Year)  
**03/29/2010**  
  
4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)  
  
 Director  10% Owner  
 Officer (give title below)  Other (specify below)  
**General Manager of Search**  
  
6. Individual or Joint/Group Filing(Check Applicable Line)  
 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                    | 03/29/2010                           |                                                    | A                              |                                                                   | 24,000                                                                                        | A                                                        | \$ 0                              |
| Common Stock                    | 03/29/2010                           |                                                    | S <sup>(1)</sup>               |                                                                   | 15,800                                                                                        | D                                                        | 10.76                             |
| Common Stock                    | 03/30/2010                           |                                                    | S <sup>(1)</sup>               |                                                                   | 15,800                                                                                        | D                                                        | 10.85                             |
| Common Stock                    | 03/31/2010                           |                                                    | S <sup>(1)</sup>               |                                                                   | 15,800                                                                                        | D                                                        | 10.99                             |

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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. Amount or Number of Shares |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|-------------------------------|
| Stock Option (Right to Buy)                | \$ 10.78                                               | 03/29/2010                           |                                                    | A                              | 60,000                                                                                  | <sup>(5)</sup> 03/29/2017                                | Common Stock                                                  | 60,000                        |

## Reporting Owners

| Reporting Owner Name / Address                                           | Relationships |           |                           |       |
|--------------------------------------------------------------------------|---------------|-----------|---------------------------|-------|
|                                                                          | Director      | 10% Owner | Officer                   | Other |
| Rodkin John J<br>601 108TH AVENUE NE<br>SUITE 1200<br>BELLEVUE, WA 98004 |               |           | General Manager of Search |       |

## Signatures

/s/ Alesia L. Pinney, as Attorney-in-Fact 03/31/2010

\*\*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).
 

The sale was effected pursuant to a Rule 10b5-1 trading plan initially adopted by the reporting person on February 25, 2010. The plan provides for the sale of a maximum of approximately 74,400 shares of common stock (based on estimated tax withholding upon RSU vesting). After the last transaction reported on this Form 4, a maximum of approximately 27,000 shares remain available for sale under the plan (based on estimated tax withholding upon RSU vesting). The plan expires on the earlier of March 29, 2011, or the date all shares under the plan are sold.
- (2) These shares sold at prices ranging from \$10.69 to \$10.91 per share. Upon request by the SEC staff, the issuer or any security holder of the issuer, the reporting person will provide full information regarding the number of shares sold at each separate price.

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- (3) These shares sold at prices ranging from \$10.77 to \$10.92 per share. Upon request by the SEC staff, the issuer or any security holder of the issuer, the reporting person will provide full information regarding the number of shares sold at each separate price.
- (4) These shares sold at prices ranging from \$10.90 to \$11.10 per share. Upon request by the SEC staff, the issuer or any security holder of the issuer, the reporting person will provide full information regarding the number of shares sold at each separate price.
- (5) The option vests according to the following schedule: 33.33% vests on March 29, 2011, and approximately 16.67% vests at the end of each six-month period thereafter, such that the option will be fully vested on March 29, 2013.

### **Remarks:**

Exhibit 24 - Power of Attorney

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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