

Bazaarvoice Inc  
Form 8-K  
August 28, 2012

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, DC 20549

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of**

**The Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported)**

**August 23, 2012**

**BAZAARVOICE, INC.**

(Exact name of registrant as specified in its charter)

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(State or other jurisdiction  
of incorporation)

(Commission

(IRS Employer

File Number)

Identification No.)

**3900 N. Capital of Texas Highway, Suite 300**

**Austin, Texas 78746-3211**

(Address of principal executive offices, including zip code)

**(512) 551-6000**

(Registrant's telephone number, including area code)

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- .. Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

On August 23, 2012, the Board of Directors ( Board ) of Bazaarvoice, Inc. (the Company ), upon recommendation from the compensation committee of the Board, approved an increase in the annual base salary and annual target bonus under the Company s 2013 Bonus Plan for Brett Hurt, the Company s principal executive officer, for the 12 months ending April 30, 2013 ( Fiscal Year 2013 ). Effective May 1, 2012, the base salary of Mr. Hurt, the Company s Founder, Chief Executive Officer and President, was increased from \$309,000 to \$340,000, and Mr. Hurt s annual target bonus under the Company s 2013 Bonus Plan was increased from 75% of his annual base salary to 80% of his annual base salary, or \$272,000.

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**BAZAARVOICE, INC.**

By: /s/ Bryan C. Barksdale  
Bryan C. Barksdale

*General Counsel and Secretary*

Date: August 28, 2012