

KREINBERG JOSHUA  
 Form 3  
 March 08, 2007

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF 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)

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| <p>1. Name and Address of Reporting Person *</p> <p>Â KREINBERG JOSHUA</p> <p>(Last) (First) (Middle)</p> <p>C/O SPARK NETWORKS<br/>                 PLC,Â 8383 WILSHIRE BLVD.<br/>                 SUITE 800</p> <p>(Street)</p> <p>BEVERLY<br/>                 HILLS,Â CAÂ 90211</p> <p>(City) (State) (Zip)</p> | <p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>03/01/2007</p> | <p>3. Issuer Name <b>and</b> Ticker or Trading Symbol</p> <p>SPARK NETWORKS PLC [LOV]</p> | <p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p>___ Director ___ 10% Owner<br/>                 ___X___ Officer ___ Other<br/>                 (give title below) (specify below)<br/>                 General Counsel</p> | <p>5. If Amendment, Date Original Filed(Month/Day/Year)</p> | <p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p>___X___ Form filed by One Reporting Person<br/>                 ___ Form filed by More than One Reporting Person</p> |
|---|---|---|---|---|---|

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|------------------------------------|--|---|--|
|------------------------------------|--|---|--|

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

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security<br>(Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---|---|--|--|--|--|
|   | Date Exercisable      Expiration Date                       | Title      Amount or Number of   |  |  |  |

|   |       |            |                    | Shares  |         | or Indirect<br>(I)<br>(Instr. 5) |   |
|---|-------|------------|--------------------|---------|---------|----------------------------------|---|
| Employee Share Option<br>(right to buy) | Â (1) | 04/06/2013 | Ordinary<br>Shares | 100,000 | \$ 6.4  | D                                | Â |
| Employee Share Option<br>(right to buy) | Â (2) | 02/05/2014 | Ordinary<br>Shares | 20,000  | \$ 5.27 | D                                | Â |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                   |       |
|--|---------------|-----------|-------------------|-------|
|  | Director      | 10% Owner | Officer           | Other |
| KREINBERG JOSHUA<br>C/O SPARK NETWORKS PLC<br>8383 WILSHIRE BLVD. SUITE 800<br>BEVERLY HILLS,Â CAÂ 90211 | Â             | Â         | Â General Counsel | Â     |

## Signatures

/s/ Joshua A.  
Kreinberg

03/08/2007

\*\*Signature of  
Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) 25,000 of the options vest on April 6, 2007 and 6,250 of the remaining 75,000 options vest every 3 months thereafter.
- (2) 1,250 of the options vest quarterly starting 3 months from January 1, 2007.

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.