

ELOYALTY CORP

Form 3/A

November 29, 2007

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

OMB APPROVAL

OMB
Number: 3235-0104Expires: January 31,
2005Estimated 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)

1. Name and Address of Reporting
Person *

BIRD JEFFREY W

(Last)

(First)

(Middle)

755 PAGE MILL ROAD, SUITE
A-200

(Street)

PALO ALTO, CA 943041005

(City)

(State)

(Zip)

2. Date of Event Requiring
Statement

(Month/Day/Year)

07/01/2003

3. Issuer Name and Ticker or Trading Symbol
ELOYALTY CORP [ELOY]4. Relationship of Reporting
Person(s) to Issuer

(Check all applicable)

☐ Director ☒ 10% Owner
☐ Officer ☐ Other
(give title below) (specify below)5. If Amendment, Date Original
Filed(Month/Day/Year)

07/01/2003

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

Common Stock

3,768

I

By Ltd Partnership (SHAI) ⁽¹⁾

Common Stock

9,555

I

By Ltd Partnership (SHQP) ⁽²⁾

Common Stock

383,185

I

By Ltd Partnership (SHV) ⁽³⁾

Common Stock

3,259

I

By Trust (Trustees)

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)**

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1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Series B Preferred Stock (4)	Â (5)	Â (6)	Common Stock	322,078 (4)	\$ 0
					I
					By Ltd Partnership (SHA) (7)
Series B Preferred Stock (4)	Â (5)	Â (6)	Common Stock	8,854 (4)	\$ 0
					I
					By Ltd Partnership (SHAI) (1)
Series B Preferred Stock (4)	Â (5)	Â (6)	Common Stock	22,418 (4)	\$ 0
					I
					By Ltd Partnership (SHQP) (2)
Series B Preferred Stock (4)	Â (5)	Â (6)	Common Stock	895,186 (4)	\$ 0
					I
					By Ltd Partnership (SHV) (3)

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

BIRD JEFFREY W
755 PAGE MILL ROAD, SUITE A-200
PALO ALTO, CA 943041005

Â Â X Â Â

Signatures

By: Robert Yin, by power of
attorney

11/29/2007

**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).

Shares held by Sutter Hill Entrepreneurs Fund (AI), L.P. The reporting person is a Managing Director of the General Partner of Sutter

(1) Hill Entrepreneurs Fund (AI), L.P. The reporting person disclaims beneficial ownership in these shares except as to the reporting person's pecuniary interest in the partnership.

Shares held by Sutter Hill Entrepreneurs Fund (QP), L.P. The reporting person is a Managing Director of the General Partner of Sutter

(2) Hill Entrepreneurs Fund (QP), L.P. The reporting person disclaims beneficial ownership in these shares except as to the reporting person's pecuniary interest in the partnership.

Shares held by Sutter Hill Ventures, A California Limited Partnership. The reporting person is a Managing Director of the General

(3) Partner of Sutter Hill Ventures, A California Limited Partnership. The reporting person disclaims beneficial ownership in these shares except as to the reporting person's pecuniary interest in the partnership.

(4) These shares were previously reported on Table I. This amended filing is to correctly report these shares on Table II.

(5) Shares of Series B Convertible Preferred that were purchased on December 20, 2001 and are convertible on a one-for-one basis into shares of Common Stock on or after March 20, 2002.

(6) None

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- (7) Shares held by Sutter Hill Associates, L.P. The reporting person is a General Partner of Sutter Hill Associates, L.P. The reporting person disclaims beneficial ownership in these shares except as to the reporting person's pecuniary interest in the partnership.

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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