

ELOYALTY CORP  
Form 4  
August 17, 2007

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
COXE TENCH

(Last) (First) (Middle)

755 PAGE MILL ROAD, SUITE A-200

(Street)

PALO ALTO, CA 943041005

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
ELOYALTY CORP [ELOY]

3. Date of Earliest Transaction (Month/Day/Year)  
08/15/2007

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)

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | (A) or (D)<br>Code V Amount (D) Price                             |   |  |   |
| Common <u>(1)</u>               | 08/15/2007                           |  | P                              | 2,391 A \$ 14.1   | 168,530 <u>(1)</u>  | I  | By Trust (Trustees) <u>(2)</u>                        |
| Common <u>(3)</u>               | 08/15/2007                           |  | P                              | 18,668 A \$ 14.1  | 1,549,407 <u>(3)</u>  | I  | By Shares Held By Ltd Partnership (SHV) <u>(4)</u>    |
| Common <u>(1)</u>               | 08/16/2007                           |  | P                              | 802 A \$ 12.8801 <u>(5)</u>                                       | 169,332 <u>(1)</u>  | I  | By Trust (Trustees) <u>(2)</u>                        |

Edgar Filing: ELOYALTY CORP - Form 4

|                      |            |  |   |       |   |                                    |                         |   |   |
|----------------------|------------|--|---|-------|---|------------------------------------|-------------------------|---|---|
| Common<br><u>(3)</u> | 08/16/2007 |  | P | 6,273 | A | \$<br><u>12.8801</u><br><u>(5)</u> | 1,555,680<br><u>(3)</u> | I | By Shares<br>Held By<br>Ltd<br>Partnership<br>(SHV) <u>(4)</u>  |
| Common<br><u>(1)</u> | 08/17/2007 |  | P | 802   | A | \$<br><u>13.4006</u><br><u>(5)</u> | 170,134 <u>(1)</u>      | I | By Trust<br>(Trustees)<br><u>(2)</u>                            |
| Common<br><u>(3)</u> | 08/17/2007 |  | P | 6,273 | A | \$<br><u>13.4006</u><br><u>(5)</u> | 1,561,953<br><u>(3)</u> | I | By Shares<br>Held By<br>Ltd<br>Partnership<br>(SHV) <u>(4)</u>  |
| Common<br><u>(6)</u> |            |  |   |       |   |                                    | 14,707 <u>(6)</u>       | I | By Shares<br>Held By<br>Ltd<br>Partnership<br>(SHAI) <u>(7)</u> |
| Common<br><u>(8)</u> |            |  |   |       |   |                                    | 37,265 <u>(8)</u>       | I | By Shares<br>Held By<br>Ltd<br>Partnership<br>(SHQP) <u>(9)</u> |
| Common               |            |  |   |       |   |                                    | 7,953                   | I | By<br>Children<br><u>(10)</u>                                   |

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

**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.**

SEC 1474  
(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. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned Following Transaction (Instr. 6) |       |                  |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|-------|------------------|
|  |  |                                      |  | Code                           | V   | (A)  | (D)   | Date Exercisable                           | Expiration Date  | Title | Amount or Number |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| COXE TENCH<br>755 PAGE MILL ROAD, SUITE A-200<br>PALO ALTO, CA 943041005 | X             | X         |         |       |

## Signatures

By: Robert Yin, by power of attorney  
08/17/2007

\_\_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) Includes 104,979 shares of Series B Preferred Stock that are currently convertible on a one-for-one basis into shares of Common Stock.
- (2) Shares held by a trust of which the reporting person is a trustee. The reporting person disclaims beneficial ownership in these shares except as to the reporting person's pecuniary interest in the trust.
- (3) Includes 938,952 shares of Series B Preferred Stock that are currently convertible on a one-for-one basis into shares of Common Stock.  
Shares held by Sutter Hill Ventures, A California Limited Partnership. The reporting person is a Managing Director of the General 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) This represents the weighted average sales price.
- (5) Includes 8,854 shares of Series B Preferred Stock that are currently convertible on a one-for-one basis into shares of Common Stock  
Shares held by Sutter Hill Entrepreneurs Fund (AI), L.P. The reporting person is a Managing Director of the General Partner of Sutter 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.
- (6) Includes 22,418 shares of Series B Preferred Stock that are currently convertible on a one-for-one basis into shares of Common Stock  
Shares held by Sutter Hill Entrepreneurs Fund (QP), L.P. The reporting person is a Managing Director of the General Partner of Sutter 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.
- (7) Shares held by the children of the reporting person. The reporting person disclaims beneficial ownership in these shares.

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.