

LIVEWORLD INC  
Form 3  
July 16, 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)

|   |         |   |   |  |
|---|---------|---|---|--|
| 1. Name and Address of Reporting Person * |         | 2. Date of Event Requiring Statement                        | 3. Issuer Name and Ticker or Trading Symbol |  |
| WPP Sparkle LTD                           |         | (Month/Day/Year)  | LIVEWORLD INC [LVWD.PK]                     |  |
| (Last)                                    | (First) | (Middle)  | 07/16/2007                                  |  |
| 27 FARM STREET,Â                          |         | 4. Relationship of Reporting Person(s) to Issuer            |   | 5. If Amendment, Date Original Filed(Month/Day/Year)                             |
| (Street)                                  |         | (Check all applicable)                                      |   | 6. Individual or Joint/Group Filing(Check Applicable Line)                       |
| LONDON,Â X0Â W1X 6RD                      |         | ____ Director <input checked="" type="checkbox"/> 10% Owner |   | ____ Form filed by One Reporting Person  |
| (City)                                    | (State) | (Zip)   | ____ Officer    ____ Other                  |  |
|   |         | (give title below)  |   | (specify below)  |
|   |         |   |   | <input checked="" type="checkbox"/> Form filed by More than One Reporting Person |

**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) |
|------------------------------------|--|---|--|
| Common Stock, \$0.001 per share    | 4,625,666  | I   | See Footnote <sup>(1)</sup>                              |

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:<br>Direct (D)<br>or Indirect | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---|---|--|--|--|--|
|   | Date Exercisable    Expiration Date                         | Title    Amount or Number of   |  |  |  |

Shares

(I)  
(Instr. 5)

## Reporting Owners

| Reporting Owner Name / Address                             | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| WPP Sparkle LTD<br>27 FARM STREET<br>LONDON, X0 W1X 6RD    | Â             | Â X       | Â       | Â     |
| WPP Magic LTD<br>27 FARM STREET<br>LONDON, X0 W1X 6RD      | Â             | Â X       | Â       | Â     |
| WPP Sparky LTD<br>27 FARM STREET<br>LONDON, X0 W1X 6RD     | Â             | Â X       | Â       | Â     |
| WPP Group (UK) LTD<br>27 FARM STREET<br>LONDON, X0 W1X 6RD | Â             | Â X       | Â       | Â     |
| WPP LN LTD<br>27 FARM STREET<br>LONDON, X0 W1X 6RD         | Â             | Â X       | Â       | Â     |
| WPP 2005 LTD<br>27 FARM STREET<br>LONDON, X0 W1X 6RD       | Â             | Â X       | Â       | Â     |
| WPP GROUP PLC<br>27 FARM ST<br>WIJ 5RJ<br>LONDON ENGLAND   | Â             | Â X       | Â       | Â     |

## Signatures

|   |            |
|---|------------|
| /s/ Andrea Harris - WPP Group Nominees Limited<br>Secretary | 07/16/2007 |
| **Signature of Reporting Person                             | Date       |
| /s/ Andrea Harris - WPP Group Nominees Limited<br>Secretary | 07/16/2007 |
| **Signature of Reporting Person                             | Date       |
| /s/ Andrea Harris - WPP Group Nominees Limited<br>Secretary | 07/16/2007 |
| **Signature of Reporting Person                             | Date       |
| /s/ Andrea Harris - WPP Group Nominees Limited<br>Secretary | 07/16/2007 |
| **Signature of Reporting Person                             | Date       |
|   | 07/16/2007 |

/s/ Andrea Harris - WPP Group Nominees Limited  
Secretary

\_\_Signature of Reporting Person

Date

/s/ Andrea Harris - WPP Group Nominees Limited  
Secretary

07/16/2007

\_\_Signature of Reporting Person

Date

/s/ Paul Richardson - Group Finance Director

07/16/2007

\_\_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) As of the date of this filing, J. Walter Thompson U.S.A., Inc. beneficially owns an aggregate of 4,625,666 shares of common stock of the Issuer (the "Shares"), including 2,625,666 shares of common stock and 2,000,000 shares of common stock issuable upon the exercise of warrants. Each of the other reporting persons on this Form 3 is a direct or indirect parent of J. Walter Thompson U.S.A., Inc. and may therefore be deemed to beneficially own the 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.