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BARTON J	AMES M										
Form 4 May 03, 20	07										
•									OMB AF	PROVAL	
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549								OMB Number:	3235-0287		
Check the check	oer			U					Expires:	January 31,	
if no longer subject to Section 16. Form 4 or				SECUI	RITIES				Estimated a burden hou response	rs per	
Form 5 obligations may continue. See Instruction 1(b). 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)										
BARTON JAMES M Symb				2. Issuer Name and Ticker or Trading ymbol 'IVO INC [tivo]				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)	(First) (I	Middle)	3. Date o	f Earliest T	ransaction			(Check	an applicable)	
				onth/Day/Year) /01/2007				Director 10% Owner X Officer (give title Other (specify below) SVP, R&D & CTO			
				endment, Date Original onth/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting			
(City)		(Zip)	Tab	la L. Non	Domissotisso	Secur		Person iired, Disposed of,	or Ponoficial	ly Owned	
1.Title of	2. Transaction Date	-					-	· • ·		7. Nature of	
(Instr. 3)	2. Transaction Date (Month/Day/Year)	Executior any	•			(D)	Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Indirect Beneficial		
				Code V	Amount	(D)	Price \$	(Instr. 3 and 4)			
Common Stock	05/01/2007			S <u>(1)</u>	15,000	D	ф 6.2647 (<u>2)</u>	293,981	D		
Common Stock	05/01/2007			S <u>(1)</u>	4,588	D	\$ 6.2649 (2)	289,393	D		
Common Stock	05/02/2007			S <u>(1)</u>	10,000	D	\$ 6.45	279,393	D		

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)

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required to respond unless the form displays a currently valid OMB control number.

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. Transactio Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3,	3	Date	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
				Code V	4, and 5) (A) (D)	Date Exercisable	Expiration Date	Amount or Title Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
BARTON JAMES M C/O TIVO INC 2160 GOLD STREET PO BOX 2160 ALVISO, CA 95002			SVP, R&D & CTO				
Signatures							
Phyllis Mesec, Attorney-in-fact for: Jan Barton	nes	05/03	9/2007				
<pre><u>**</u>Signature of Reporting Person</pre>		Da	ite				

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) This was an automatic disposition of shares pursuant to a 10b5-1 plan, as defined under the Securities Exchange Act of 1934, as amended.

(2) Average Sales Price - Actual sales prices ranged from \$6.210 - \$6.40.

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.