

BUINEVICIUS RIMAS  
Form 4  
July 08, 2011

**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

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**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 \*  
**BUINEVICIUS RIMAS**

(Last) (First) (Middle)

**SONIC FOUNDRY, INC., 222 W. WASHINGTON AVENUE/SUITE 775**

(Street)

**MADISON, WI 53703**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**SONIC FOUNDRY INC [SOFO]**

3. Date of Earliest Transaction (Month/Day/Year)  
**07/06/2011**

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)  
**Chairman & Strategy Officer**

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)
			Code	V	Amount or Price		
Common Stock	07/06/2011		A		1,370 A \$ 11.2	135,610	D
Common Stock	07/06/2011		S		1,370 D \$ 13.05	134,240	D
Common Stock	07/07/2011		A		2,330 A \$ 11.2	136,570	D
Common Stock	07/07/2011		S		2,330 D \$ 13.28	134,240	D
Common Stock	07/08/2011		A		200 A \$ 11.2	134,440	D

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Common Stock	07/08/2011	S	200	D	\$ 13.24	134,240	D	
Common Stock						15,205	I	By Cleopatra Buinevicius for which Mr. Buinevicius has POA
Common Stock						800	I	By Erik Buinevicius for which Mr. Buinevicius has POA

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

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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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Employee Stock Option	\$ 11.2	07/06/2011		D	1,370	10/25/2002	10/25/2011	Common Stock	1,370
Employee Stock Option	\$ 11.2	07/07/2011		D	2,330	10/25/2002	10/25/2011	Common Stock	2,330
Employee Stock Option	\$ 11.2	07/08/2011		D	200	10/25/2002	10/25/2011	Common Stock	200

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BUINEVICIUS RIMAS SONIC FOUNDRY, INC. 222 W. WASHINGTON AVENUE/SUITE 775 MADISON, WI 53703	X		Chairman & Strategy Officer	

## Signatures

Rimas P.  
Buinevicius                      07/08/2011

\*\*Signature of                      Date  
Reporting Person

## 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) N/A

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.