Edgar Filing: MARCHEX INC - Form 4

MARCHEX Form 4											
September 0	Л									PPROVAL	
FUNI		ITIES Al hington,			NGE (COMMISSION	OMB Number:	3235-0287			
Check this box if no longer subject to Section 16. Form 4 or Form 5 Filed pursuant to S				0 /					Expires:	January 31	
				SECUR	ITIES				Estimated a burden hou response	irs per	
obligation may cont <i>See</i> Instru 1(b).	ns Section 17(a	a) of the l		ility Hold	ing Com	ipany	Act of	f 1935 or Section	n		
(Print or Type F	Responses)										
1. Name and Address of Reporting Person <u>*</u> HOROWITZ RUSSELL C			2. Issuer Name and Ticker or Trading Symbol					5. Relationship of Reporting Person(s) to Issuer			
				MARCHEX INC [MCHX]					(Check all applicable)		
(Last) (First) (Middle) 520 PIKE STREET, SUITE 2000			3. Date of Earliest Transaction (Month/Day/Year) 09/05/2012					X DirectorX 10% Owner X Officer (give title Other (specify below) Chief Executive Officer			
			4. If Amendment, Date Original Filed(Month/Day/Year)					6. Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting Person			
SEATTLE,	WA 98101							Form filed by M Person	Iore than One Re	eporting	
(City)	(State)	(Zip)	Table	e I - Non-D	erivative S	Securi	ities Acq	uired, Disposed of	, or Beneficial	lly Owned	
1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year)2A. Deemed Execution D any (Month/Day/Year)		on Date, if Transactio Code Day/Year) (Instr. 8)		4. Securities Acquired m(A) or Disposed of (D) (Instr. 3, 4 and 5) (A) or			Securities Beneficially	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
Class B				Code V		(D)	Price \$. ,			
Common Stock	09/05/2012			P <u>(1)</u>	5,000	А	^ф 3.42	693,750	D		
Class B Common Stock								5,000	Ι	By IRA	

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

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

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
HOROWITZ RUSSELL C 520 PIKE STREET SUITE 2000 SEATTLE, WA 98101	Х	Х	Chief Executive Officer					
Signatures								
Russell C.	0/05/2012							

Horowitz <u>**</u>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) The purchases reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person.

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.