

FORD WILLIAM CLAY JR
 Form 4
 November 03, 2010

FORM 4

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

OMB APPROVAL

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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 *
FORD WILLIAM CLAY JR

(Last) (First) (Middle)

C/O EBAY INC., 2145 HAMILTON AVE

(Street)

SAN JOSE, CA 95125

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
EBAY INC [EBAY]

3. Date of Earliest Transaction
 (Month/Day/Year)
11/01/2010

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 Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock					125,000	D	
Common Stock					25	I	Spouse as Custodian <u>(1)</u>
Common Stock					750	I	by Trust <u>(2)</u>

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

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SEC 1474 (9-02)

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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)	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 Security (Instr. 3 and 4)	Amount or Number of Shares
Deferred Stock Units	\$ 0	11/01/2010		A	425	(3) 11/01/2020(3)	Common Stock	425
Deferred Stock Units	\$ 0					(4) 07/22/2015	Common Stock	3,600
Deferred Stock Units	\$ 0					(5) 11/01/2015	Common Stock	23,000
Deferred Stock Units	\$ 0					(6) 02/01/2016	Common Stock	29,000
Deferred Stock Units	\$ 0					(7) 05/01/2016	Common Stock	36,000
Deferred Stock Units	\$ 0					(8) 08/01/2016	Common Stock	52,000
Deferred Stock Units	\$ 0					(9) 11/01/2016	Common Stock	39,000
Deferred Stock Units	\$ 0					(10) 02/01/2017	Common Stock	38,000
Deferred Stock Units	\$ 0					(11) 05/01/2017	Common Stock	37,000
Deferred Stock Units	\$ 0					(3) 08/01/2017(3)	Common Stock	38,000
Deferred Stock Units	\$ 0					(3) 11/01/2017(3)	Common Stock	35,000
Deferred Stock Units	\$ 0					(3) 02/01/2018(3)	Common Stock	43,000
Deferred Stock Units	\$ 0					(3) 05/01/2018(3)	Common Stock	39,000

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Deferred Stock Units	\$ 0	<u>(12)</u>	06/19/2018 ⁽¹²⁾	Common Stock	3,7
Deferred Stock Units	\$ 0	<u>(13)</u>	08/01/2018 ⁽¹³⁾	Common Stock	50
Deferred Stock Units	\$ 0	<u>(3)</u>	11/01/2018 ⁽³⁾	Common Stock	81
Deferred Stock Units	\$ 0	<u>(3)</u>	02/01/2019 ⁽³⁾	Common Stock	1,0
Deferred Stock Units	\$ 0	<u>(12)</u>	04/29/2019 ⁽¹²⁾	Common Stock	6,6
Deferred Stock Units	\$ 0	<u>(3)</u>	05/01/2019 ⁽³⁾	Common Stock	75
Deferred Stock Units	\$ 0	<u>(3)</u>	08/01/2019 ⁽³⁾	Common Stock	58
Deferred Stock Units	\$ 0	<u>(3)</u>	11/01/2019 ⁽³⁾	Common Stock	56
Deferred Stock Units	\$ 0	<u>(3)</u>	02/01/2020 ⁽³⁾	Common Stock	53
Deferred Stock Units	\$ 0	<u>(12)</u>	04/29/2020 ⁽¹²⁾	Common Stock	4,5
Deferred Stock Units	\$ 0	<u>(3)</u>	05/01/2020 ⁽³⁾	Common Stock	52
Deferred Stock Units	\$ 0	<u>(3)</u>	08/01/2020 ⁽³⁾	Common Stock	59
Non-Qualified Stock Option (right to buy)	\$ 16.47	<u>(14)</u>	04/29/2016	Common Stock	16,5
Non-Qualified Stock Option (right to buy)	\$ 24.24	<u>(14)</u>	04/29/2017	Common Stock	14,4
Non-Qualified Stock Option (right to buy)	\$ 29.17	<u>(14)</u>	06/19/2015	Common Stock	10,
Non-Qualified Stock Option (right to buy)	\$ 30.51	<u>(15)</u>	06/13/2013	Common Stock	15,0
Non-Qualified Stock Option (right to buy)	\$ 31.61	<u>(15)</u>	06/14/2014	Common Stock	15,0

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(8) The reporting person has received an exempt award of Deferred Stock Units ("DSUs") under the Company's 2003 Deferred Stock Unit Plan, as amended. DSUs represent a right to receive shares of the Company's common stock (or, in the sole discretion of the Compensation Committee of the Company's Board of Directors, cash, securities or other property equal to the fair market value thereof) upon termination of service as a Director of the Company. The reporting person has elected to receive DSUs in lieu of the annual retainer fees payable for services on the Company's Board of Directors and any committees thereof. The DSUs are awarded on the date such fees would otherwise be payable (i.e., quarterly in arrears). The DSUs are immediately vested and expire on 8/1/2016, or later if the reporting person is still in continuous service as a Director of the Company on such date.

(9) The reporting person has received an exempt award of Deferred Stock Units ("DSUs") under the Company's 2003 Deferred Stock Unit Plan, as amended. DSUs represent a right to receive shares of the Company's common stock (or, in the sole discretion of the Compensation Committee of the Company's Board of Directors, cash, securities or other property equal to the fair market value thereof) upon termination of service as a Director of the Company. The reporting person has elected to receive DSUs in lieu of the annual retainer fees payable for services on the Company's Board of Directors and any committees thereof. The DSUs are awarded on the date such fees would otherwise be payable (i.e., quarterly in arrears). The DSUs are immediately vested and expire on 11/01/2016, or later if the reporting person is still in continuous service as a Director of the Company on such date.

(10) The reporting person has received an exempt award of Deferred Stock Units ("DSUs") under the Company's 2003 Deferred Stock Unit Plan, as amended. DSUs represent a right to receive shares of the Company's common stock (or, in the sole discretion of the Compensation Committee of the Company's Board of Directors, cash, securities or other property equal to the fair market value thereof) upon termination of service as a Director of the Company. The reporting person has elected to receive DSUs in lieu of the annual retainer fees payable for services on the Company's Board of Directors and any committees thereof. The DSUs are awarded on the date such fees would otherwise be payable (i.e., quarterly in arrears). The DSUs are immediately vested and expire on 2/01/2017, or later if the reporting person is still in continuous service as a Director of the Company on such date.

(11) The reporting person has received an exempt award of Deferred Stock Units ("DSUs") under the Company's 2003 Deferred Stock Unit Plan, as amended. DSUs represent a right to receive shares of the Company's common stock (or, in the sole discretion of the Compensation Committee of the Company's Board of Directors, cash, securities or other property equal to the fair market value thereof) upon termination of service as a Director of the Company. The reporting person has elected to receive DSUs in lieu of the annual retainer fees payable for services on the Company's Board of Directors and any committees thereof. The DSUs are awarded on the date such fees would otherwise be payable (i.e., quarterly in arrears). The DSUs are immediately vested and expire on 5/01/2017, or later if the reporting person is still in continuous service as a Director of the Company on such date.

(12) In connection with the reporting person's continuous service as a non-employee director of the Company, such reporting person has been granted an exempt award of Deferred Stock Units ("DSUs") at the time of the Company's annual meeting of stockholders. The number of DSUs granted represents the quotient of (A) \$110,000 divided by (B) the Company's closing stock price on the date of grant. The DSUs become vested as to 25% on the one year anniversary of the grant and 1/48th monthly thereafter, provided that the reporting person continues as a director or consultant of the Company through such date.

(13) The reporting person has received an exempt award of Deferred Stock Units ("DSUs") under the Company's 2008 Equity Incentive Award Plan. DSUs represent a right to receive shares of the Company's common stock (or, in the sole discretion of the Compensation Committee of the Company's Board of Directors, cash, securities or other property equal to the fair market value thereof) upon termination of service as a Director of the Company. The reporting person has elected to receive DSUs in lieu of the annual retainer fees payable for services on the Company's Board of Directors and any committees thereof. The DSUs are awarded on the date such fees would otherwise be payable (i.e., quarterly in arrears). The DSUs are immediately vested.

(14) In connection with the reporting person's continuous service as a non-employee director of the Company, such reporting person has been granted options at the time of the Company's annual meeting of stockholders. The number of options granted is equal to the net present value of \$110,000, calculated using the Black-Scholes valuation methodology on the date of grant. Options become exercisable as to 25% on the one year anniversary date of the grant and 1/48th monthly thereafter, provided that the reporting person continues as a director or consultant of the Company through such date.

(15) Options become exercisable as to 25% on the one year anniversary date of the grant and 1/48th monthly thereafter.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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