

XO GROUP INC.
Form 4
August 30, 2013

FORM 4

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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 *
Savilia Kristin

(Last) (First) (Middle)

C/O XO GROUP INC., 195
BROADWAY, 25TH FLOOR

(Street)

NEW YORK, NY 10007

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
XO GROUP INC. [XOXO]

3. Date of Earliest Transaction
(Month/Day/Year)
08/28/2013

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

___ Director ___ 10% Owner
X Officer (give title below) ___ Other (specify below)

EVP, Local Enterprise

6. Individual or Joint/Group Filing(Check Applicable Line)
X 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 Ownership (Instr. 4)
			Code	V	Amount (A) or Price (D)		
Common Stock	08/28/2013		S		1,802 D \$ 12.35		D
Common Stock	08/28/2013		S		100 D \$ 12.36		D
Common Stock	08/28/2013		S		100 D \$ 12.39		D
Common Stock	08/29/2013		S		400 D \$ 12.35		D
Common Stock	08/29/2013		S		900 D \$ 12.36		D

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Common Stock	08/29/2013	S	1,800	D	\$ 12.37	82,272	D
Common Stock	08/29/2013	S	200	D	\$ 12.38	82,072	D
Common Stock	08/29/2013	S	48	D	\$ 12.39	82,024	D
Common Stock	08/30/2013	S	400	D	\$ 11.94	81,624	D
Common Stock	08/30/2013	S	454	D	\$ 11.95	81,170	D
Common Stock	08/30/2013	S	500	D	\$ 11.99	80,670	D
Common Stock	08/30/2013	S	1,100	D	\$ 12	79,570	D
Common Stock	08/30/2013	S	340	D	\$ 12.01	79,230	D
Common Stock	08/30/2013	S	39	D	\$ 12.02	79,191	D
Common Stock	08/30/2013	S	500	D	\$ 12.04	78,691	D
Common Stock	08/30/2013	S	200	D	\$ 12.05	78,491	D
Common Stock	08/30/2013	S	100	D	\$ 12.11	78,391	D
Common Stock	08/30/2013	S	100	D	\$ 12.16	78,291	D
Common Stock	08/30/2013	S	100	D	\$ 12.17	78,191	D

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

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(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	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repo
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Disposed
of (D)
(Instr. 3,
4, and 5)

Trans
(Instr

Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Savilia Kristin C/O XO GROUP INC. 195 BROADWAY, 25TH FLOOR NEW YORK, NY 10007			EVP, Local Enterprise	

Signatures

/s/ JEREMY LECHTZIN,
attorney-in-fact

08/30/2013

__Signature of Reporting Person

Date

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).

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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