

CVENT INC
Form 4
January 21, 2014

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
Estimated average burden hours per response... 0.5

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 *
Aggarwal Rajeev K.

(Last) (First) (Middle)
8180 GREENSBORO DRIVE, SUITE 900
(Street)

MCLEAN, VA 22102

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
09/05/2013

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)
Chief Executive 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 (D) Price | | | |
| Common Stock | 09/05/2013 | | G | V 41,356 D \$ 0 (1) | 1,392,051 | I | Reggie Aggarwal Grantor Retained Annuity Trust (2011) |
| Common Stock | 09/05/2013 | | G | V 41,356 A \$ 0 (1) | 2,380,065 | D | |
| Common Stock | 01/17/2014 | | S | 759,836 D \$ 35.5 | 1,620,229 | D | |
| | 01/17/2014 | | S | 114,429 D | 1,135,571 | I (2) | |

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| | | | | | | | | | |
|--------------|------------|--|---|--------|-----------|------------------------|---|--|---|
| Common Stock | | | | | \$ 35.5 | | | | Reggie and Dharini Aggarwal Irrevocable Trust (2011) |
| Common Stock | 01/17/2014 | | S | 60,076 | D \$ 35.5 | 1,331,975 | I | | Reggie Aggarwal Grantor Retained Annuity Trust (2011) |
| Common Stock | | | | | | 212,125 ⁽³⁾ | D | | |

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) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned Following Transaction (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
| | | | | 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 |
| Aggarwal Rajeev K. 8180 GREENSBORO DRIVE SUITE 900 MCLEAN, VA 22102 | X | | Chief Executive Officer | |

Signatures

/s/ Lawrence Samuelson,
Attorney-in-Fact

01/21/2014

__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).
- (1) These shares were transferred pursuant to a previously scheduled annuity obligation from the Reggie Aggarwal Grantor Retained Annuity Trust (2011) to Rajeev K. Aggarwal.
 - (2) The reporting person disclaims beneficial ownership of the shares held by the irrevocable trust, and this report should not be deemed an admission that the reporting person is the beneficial owner of the trust's shares for purposes of Section 16 or for any other purpose.
These shares were issued pursuant to an Employee Stock Option Agreement, which was exercised pursuant to an early exercise provision
 - (3) in June 2012. The Company has a right of repurchase, which lapses with respect to 106,063 of these shares on February 1, 2014 and 106,062 of these shares on February 1, 2015.

Remarks:

Chief Executive Officer

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