Savilia Kristin Form 4 September 20, 2011

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

30(h) of the Investment Company Act of 1940

Check this box if no longer

subject to Section 16.

Form 4 or Form 5 obligations

may continue. See Instruction 1(b).

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

(Print or Type Responses)

(Last)

Common

Stock

1. Name and Address of Reporting Person * Savilia Kristin

> (First) (Middle)

C/O XO GROUP INC., 462 BROADWAY, 6TH FLOOR

NEW YORK, NY 10013

(Street)

XO GROUP INC. [XOXO]

3. Date of Earliest Transaction (Month/Day/Year) 09/16/2011

4. If Amendment, Date Original

3.

2. Issuer Name and Ticker or Trading Issuer Symbol

Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to

(Check all applicable)

OMB APPROVAL

3235-0287

January 31,

2005

0.5

OMB

Number:

Expires:

response...

Estimated average

burden hours per

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

EVP, Local Enterprise 6. Individual or Joint/Group Filing(Check

6. Ownership 7. Nature of

Beneficial

Ownership

(Instr. 4)

Form: Direct Indirect

Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting

(D) or

Person

(City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1.Title of 2. Transaction Date 2A. Deemed Security (Month/Day/Year) Execution Date, if (Instr. 3) any (Month/Day/Year)

09/16/2011

Code (D) (Instr. 8) (Instr. 3, 4 and 5)

(A) or

Transaction(A) or Disposed of

Code V Amount (D) Price F 1,810 D

4. Securities Acquired 5. Amount of Securities Beneficially Owned Following

Indirect (I) (Instr. 4) Reported Transaction(s) (Instr. 3 and 4)

D

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

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47,070

9.21

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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1. Title of	2.	3. Transaction Date		4.	5.	6. Date Exerc		7. Titl		8. Price of	9. Nu
Derivative Security (Instr. 3)	Conversion or Exercise Price of Derivative Security	(Month/Day/Year)	Execution Date, if any (Month/Day/Year)	Transacti Code (Instr. 8)	ofNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)			Amou Under Securi (Instr.	rlying	Derivative Security (Instr. 5)	Deriv Secur Bene Own 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

Savilia Kristin C/O XO GROUP INC. 462 BROADWAY, 6TH FLOOR NEW YORK, NY 10013

EVP, Local Enterprise

Signatures

/s/ JEREMY LECHTZIN, attorney-in-fact

09/20/2011

Date

**Signature of 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).

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.

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