

Bridgeline Digital, Inc.  
 Form 4  
 November 22, 2011

**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

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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 \*  
 MASSIE THOMAS L

(Last) (First) (Middle)

C/O BRIDGELINE DIGITAL,  
 INC., 10 SIXTH ROAD

(Street)

WOBURN, MA 01801

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
 Bridgeline Digital, Inc. [BLIN]

3. Date of Earliest Transaction  
 (Month/Day/Year)  
 11/18/2011

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)  
 President and CEO

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 Ownership (Instr. 4)
				(A) or (D)	Code V Amount (D) Price		

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	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivative Securities Acquired (A) or	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)
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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)		Disposed of (D)		Date Exercisable	Expiration Date	Title	Am Num Sha
			Code	V	(A)	(D)				
Stock Option (right to buy)	\$ 0.67	11/18/2011	A		300,000		(1)	10/28/2021	Common Stock	30
Stock Option (right to buy)	\$ 1.12	11/18/2011	D		250,000		(3)	12/23/2019	Common Stock	25
Stock Option (right to buy)	\$ 1.05	11/18/2011	D		50,000		(4)	08/03/2021	Common Stock	50

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MASSIE THOMAS L C/O BRIDGELINE DIGITAL, INC. 10 SIXTH ROAD WOBURN, MA 01801	X		President and CEO	

## Signatures

/s/ Thomas L. Massie 11/22/2011

\*\*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) This option becomes exercisable with respect to 1/3 of the underlying shares on each of October 28, 2012, October 28, 2013 and October 28, 2014.
- (2) The reporting person agreed to cancellation of options granted to him on December 23, 2009 and August 3, 2011, in exchange for a new option to purchase the same number of shares having a lower exercise price.
- (3) This option would have become exercisable with respect to 1/3 of the underlying shares on each of December 23, 2010, December 23, 2011 and December 23, 2012.
- (4) This option would have become exercisable with respect to 1/3 of the underlying shares on each of August 3, 2012, August 3, 2013 and August 3, 2014.

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.