Edgar Filing: ELOYALTY CORP - Form 4

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Form 4	CORP										
March 03, 20	005										
FORM 4 UNITED STATES SECURITIES AND EXCHANCE COMMISSION							OMB APPROVAL				
	SECURITIES AND EXCHANGE COMMISSIO Washington, D.C. 20549						OMB Number:	3235-0287			
Check this box if no longer subject to STATEMENT O			F CHAN			CIA	NERSHIP OF	Expires: Estimated	January 31, 2005 average		
Section 16. Form 4 or				SECURITIES					burden hou response	•	
Form 5 obligation may conti <i>See</i> Instru 1(b).	¹⁸ Section 1	7(a) of the		ility Hold	ing Com	pany	Act o	ge Act of 1934, ff 1935 or Sectio 40	on		
(Print or Type R	Responses)										
1. Name and Address of Reporting Person <u>*</u> Danson Christopher Joseph			2. Issuer Name and Ticker or Trading Symbol ELOYALTY CORP [ELOY]					5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Chec					k all applicable)			
			(Month/Day/Year) 03/01/2005					Director 10% Owner X Officer (give title Other (specify below) Vice President, Delivery			
				endment, Date Original onth/Day/Year)				 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person 			
LAKE FOR	EST, IL 60045	5						Form filed by Person	More than One R	eporting	
(City)	(State)	(Zip)	Table	e I - Non-Do	erivative S	Securi	ties Ac	quired, Disposed o	f, or Beneficia	lly Owned	
1.Title of Security (Instr. 3)	2. Transaction l (Month/Day/Ye	ear) Executio any	emed on Date, if /Day/Year)	3.4. SecuritiesTransactionAcquired (A) orCodeDisposed of (D)(Instr. 8)(Instr. 3, 4 and 5)))	5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code V	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)			
Common Stock	03/01/2005			F	75 <u>(1)</u>	D	\$ 7.2	102,341	D		
Common Stock								378 (2)	Ι	By spouse	

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

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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. Transactio Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Amou Unde Secur	le and unt of rlying tities . 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne 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				
Danson Christopher Joseph 150 FIELD DRIVE, SUITE 250 LAKE FOREST, IL 60045			Vice President, Delivery					
Signatures								

Robert S. Wert, Attorney-in-fact 03/03/2005

**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) Disposition of shares to the issuer in the form of share withholding upon vesting of restricted stock, to satisfy tax withholding obligations. The disposition was approved in advance in the manner provided in Rule 16b-3(e) under the Securities Exchange Act of 1934.
- (2) The reporting person disclaims beneficial ownership of these securities, and this report shall not be deemed an admission that the reporting person is the beneficial owner of the securities for purposes of Section 16 or for any other purpose.

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.