## Edgar Filing: ELOYALTY CORP - Form 4

FLOXALTN CODE

Form 4											
November 12, 2008         FORM 4         Image: Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).         State Instruction 1(b).							OMB APPROVAL OMB 3235-0287 Number: January 31, 2005 Estimated average burden hours per response 0.5				
(Print or Type R	esponses)										
MURRAY MICHAEL JOHN Symbol				Name and Ticker or Trading				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(M			(Month/D	3. Date of Earliest Transaction (Month/Day/Year) 11/07/2008				X Director Officer (give below)	10%	• Owner er (specify	
				ndment, Date Original th/Day/Year)				<ul> <li>6. Individual or Joint/Group Filing(Check</li> <li>Applicable Line)</li> <li>_X_ Form filed by One Reporting Person</li> <li> Form filed by More than One Reporting</li> </ul>			
(City)	(State)	(Zip)	Table	a I - Non-D	orivotivo (	Socuri	tios Acc	Person quired, Disposed of	f or Bonoficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction D (Month/Day/Yea	eate 2A. Dee ar) Execution any		3. Transactic Code (Instr. 8)	4. Securi	ties Adspose spose 4 and (A) or	cquired d of 5) Price	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	
Common Stock	11/07/2008			A <u>(1)</u>	1,632	А	\$ 3.54	220,649	D		

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

 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 Derivative	2. Conversion	3. Transaction Date (Month/Day/Year)		4. Transacti	5. orNumber	6. Date Exer Expiration D		7. Title and Amount of	8. Price of Derivative	9. Nu Deriv
Security (Instr. 3)	or Exercise Price of Derivative Security		any (Month/Day/Year)	Code (Instr. 8)	of Derivati Securitie Acquiree (A) or Dispose of (D) (Instr. 3,	of (Month/Day/Year) Derivative Securities Acquired (A) or Disposed		Underlying Securities (Instr. 3 and 4)	Security (Instr. 5)	Secur Bene Owne Follo Repo Trans (Instr
				Code V	(A) (D	) Date Exercisable	Expiration Date	Title Amoun or Number of Shares		

## **Reporting Owners**

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
MURRAY MICHAEL JOHN 150 FIELD DRIVE SUITE 250 LAKE FOREST, IL 60045	Х						
Signatures							
Chris Min, Attorney-in-fact	11/12/20	08					
<u>**</u> 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 granted under the 1999 Stock Incentive Plan as payment for attending Board of Director meetings.

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.