Edgar Filing: ELOYALTY CORP - Form 4

ELOYALTY Form 4	CORP										
November 12	2, 2008										
FORM 4 UNITED STATES SECURITIES AND EXCHANCE A									OMB APPROVAL		
		S SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549						3235-0287			
Section 16. Form 4 or Form 5 Filed pursuant to			F CHANGES IN BENEFICIAL OWNI SECURITIES Section 16(a) of the Securities Exchange					ge Act of 1934,	Expires: January 3 200 Estimated average burden hours per response 0.		
may cont See Instru 1(b).	inue. Section I		Public Ut) of the In	•	•	· ·		f 1935 or Sectio 40	n		
(Print or Type F	Responses)										
1. Name and Address of Reporting Person <u>*</u> POLLEMA STEVEN C			2. Issuer Name and Ticker or Trading Symbol ELOYALTY CORP [ELOY]				ıg	5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Chec					k all applicable)			
(Monti 150 FIELD DRIVE, SUITE 250 (Street) 4. If A Filed(N			(Month/Day/Year) 11/07/2008					Director 10% Owner X Officer (give title Other (specify below) below) Vice President			
				lf Amendment, Date Original ed(Month/Day/Year)				 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting 			
LAKE FOR	EST, IL 60045)						Person		1 0	
(City)	(State)	(Zip)	Tabl	e I - Non-D	erivative	Secur	ities Aco	quired, Disposed of	, or Beneficial	lly Owned	
1.Title of Security (Instr. 3)	any		emed on Date, if /Day/Year)	Code	Transaction(A) or Dispos		d of	5. Amount of Securities Beneficially Owned Following Reported	5. Ownership Form: Direct D) or Indirect (I) Instr. 4)		
Common Stock	11/07/2008			Code V A	Amount 7,947 (1)	or	Price \$ 3.54	Transaction(s) (Instr. 3 and 4) 97,937	D		
Common Stock	11/07/2008			F	2,579 (2)	D	\$ 3.54	95,358	D		

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. Transacti Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Amou Unde Secur	le and unt of rlying ities . 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				
POLLEMA STEVEN C 150 FIELD DRIVE SUITE 250 LAKE FOREST, IL 60045			Vice President					
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) Represents Common Stock awarded to the employee. The stock was issued under the eLoyalty Corporation 2006/2007 Salary Replacement Program approved by the Compensation Committee in accordance with Rule 16b-3 and the 1999 Stock Incentive Plan.

Disposition of shares to the issuer in the form of share withholding pursuant to the eLoyalty Corporation 2006/2007 Salary Replacement
 (2) Program and the 1999 Stock Incentive Plan to satisfy tax withholding obligations. The disposition was approved by the Compensation Committee in accordance with Rule 16b-3.

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.