

COMSCORE, INC.
Form 4
February 22, 2016

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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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 *
Meierhoefer Cameron

(Last) (First) (Middle)

C/O COMSCORE, INC., 11950
DEMOCRACY DRIVE, 6TH
FLOOR

(Street)

RESTON, VA 20190

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
COMSCORE, INC. [SCOR]

3. Date of Earliest Transaction
(Month/Day/Year)
02/18/2016

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)
Chief Operating Officer

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | Code | V | Amount (A) or (D) Price | | |
| Common Stock | 02/18/2016 | | M | | 8,334 (1) \$ 0 | 53,516 | D |
| Common Stock | 02/18/2016 | | M | | 6,278 (2) \$ 0 | 59,794 | D |
| Common Stock | 02/18/2016 | | M | | 2,475 (3) \$ 0 | 62,269 | D |
| Common Stock | 02/18/2016 | | M | | 2,475 (3) \$ 0 | 64,744 | D |
| Common Stock | 02/18/2016 | | M | | 9,268 (4) \$ 0 | 74,012 | D |

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Common Stock 02/18/2016 F 13,036
(5) D \$ 38.57 60,976 D

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

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(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 (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. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Restricted Stock Unit | \$ 0 | 02/18/2016 | | M | 8,334 | <u>(1)</u> 02/18/2016 | Common Stock | 8,334 |
| Restricted Stock Units | \$ 0 | 02/18/2016 | | M | 6,278 | <u>(2)</u> 02/18/2016 | Common Stock | 6,278 |
| Restricted Stock Units | \$ 0 | 02/18/2016 | | M | 2,475 | <u>(3)</u> 02/18/2017 | Common Stock | 2,475 |
| Restricted Stock Units | \$ 0 | 02/18/2016 | | M | 2,475 | <u>(3)</u> 02/18/2017 | Common Stock | 2,475 |
| Restricted Stock Unit | \$ 0 | 02/18/2016 | | M | 9,268 | <u>(4)</u> 02/18/2017 | Common Stock | 9,268 |

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Meierhoefer Cameron
C/O COMSCORE, INC.
11950 DEMOCRACY DRIVE, 6TH FLOOR
RESTON, VA 20190

Chief Operating Officer

Signatures

/s/ Christiana Lin,
Attorney-in-Fact

02/22/2016

__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) One third (1/3) to vest each year beginning on February 18, 2014 and annually thereafter on future anniversaries of the Vesting Commencement Date, provided that the recipient continues to provide services to the Company through each such date.
 - (2) Granted pursuant to the terms of comScore, Inc. 2007 Equity Incentive Plan. 6277 shares will vest on February 18, 2015, and 6278 shares will vest on February 18, 2016, provided that the recipient continues to provide services through each such date.

The Compensation Committee of the Company's Board of Directors approved a one-time promotion award of 15,000 shares. 50% of this promotion award (or 7,500 shares) will be earned based on Company-performance targets established for 2014. The Company-performance targets are 50% based on revenue and 50% based on adjusted EBITDA performance. The performance-based
 - (3) portion of this award will be determined on or around February 18, 2015, with 2,475 shares subject to immediately vest at the time of award, 2,475 shares to vest on February 18, 2016, and 2,550 shares to vest on February 18, 2017. The remaining 50% of this promotion award (or 7,500 shares) will vest in three equal installments on February 18, 2015, 2016, and 2017. In each case, the vesting will be subject to Mr. Meierhoefer's continuation as a service provider to the Company.
 - (4) Granted pursuant to the terms of comScore, Inc. 2007 Equity Incentive Plan. 9,268 shares will vest on February 18, 2016, and 9,268 shares will vest on February 18, 2017, provided that the recipient continues to provide services through each such date.
 - (5) These shares were deducted in order to cover tax withholding obligations associated with the restricted stock award vesting on February 18, 2016.

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.