

LEVY ANTON J  
Form 4  
November 14, 2011

**FORM 4**

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

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
See Instruction  
1(b).

**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

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
LEVY ANTON J

(Last) (First) (Middle)

C/O GENERAL ATLANTIC  
SERVICE COMPANY,LLC, 3  
PICKWICK PLAZA

(Street)

GREENWICH, CT 06830

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
MERCADOLIBRE INC [MELI]

3. Date of Earliest Transaction  
(Month/Day/Year)  
11/10/2011

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)

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	11/10/2011		S		1,108	D \$ 85.85 282,007	I See footnotes (1) (7) (8)
Common Stock	11/10/2011		S		14	D \$ 85.85 282,007	I See footnotes (2) (7) (8)
Common Stock	11/10/2011		S		3	D \$ 85.85 282,007	I See footnotes (3) (7) (8)
Common	11/10/2011		S		1	D \$ 85.85 282,007	I See

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Stock								footnotes <u>(4)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/10/2011	S	48	D	\$ 85.85	282,007	I	See footnotes <u>(5)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/10/2011	S	9	D	\$ 85.85	282,007	I	See footnotes <u>(6)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	59,630	D	\$ 86.868	282,007	I	See footnotes <u>(1)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	773	D	\$ 86.868	282,007	I	See footnotes <u>(2)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	142	D	\$ 86.868	282,007	I	See footnotes <u>(3)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	64	D	\$ 86.868	282,007	I	See footnotes <u>(4)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	2,596	D	\$ 86.868	282,007	I	See footnotes <u>(5)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	499	D	\$ 86.868	282,007	I	See footnotes <u>(6)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	23,155	D	\$ 86.216	282,007	I	See footnotes <u>(1)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	300	D	\$ 86.216	282,007	I	See footnotes <u>(2)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	55	D	\$ 86.216	282,007	I	See footnotes <u>(3)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	25	D	\$ 86.216	282,007	I	See footnotes <u>(4)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	1,008	D	\$ 86.216	282,007	I	See footnotes <u>(5)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/11/2011	S	194	D	\$ 86.216	282,007	I	See footnotes <u>(6)</u> <u>(7)</u> <u>(8)</u>

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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.**

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 (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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 6)
				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

LEVY ANTON J  
C/O GENERAL ATLANTIC SERVICE COMPANY,LLC  
3 PICKWICK PLAZA  
GREENWICH, CT 06830

X

## Signatures

/s/ Anton J.  
Levy

11/14/2011

\_\_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) By General Atlantic Partners 84, L.P. ("GAP 84"). See footnote 7.

(2) By GapStar, LLC ("GapStar"). See footnote 7.

(3) By GAPCO GmbH & Co. KG ("KG"). See footnote 7.

(4) By GAP Coinvestments CDA, L.P. ("CDA"). See footnote 7.

(5) By GAP Coinvestments III, LLC ("GAPCO III"). See footnote 7.

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- (6) By GAP Coinvestments IV, LLC ("GAPCO IV"). See footnote 7.

Amount of securities beneficially owned following November 11, 2011 represents 260,156 shares of common stock owned by GAP 84,

- (7) 3,371 shares owned by GapStar, 11,325 shares owned by GAPCO III, 2,175 shares owned by GAPCO IV, 281 shares owned by CDA and 620 shares owned by KG.

General Atlantic LLC ("General Atlantic") is the general partner of General Atlantic GenPar, L.P. ("GenPar") and CDA. GenPar is the general partner of GAP 84. The officers of GapStar and the managing members of GAPCO III and GAPCO IV are managing directors of General Atlantic. GAPCO Management GmbH ("GmbH Management") is the general partner of KG. The managing directors of General

- (8) Atlantic make voting and investment decisions with respect to the securities held by KG and GmbH Management. Mr. Levy is a managing director of General Atlantic and a managing member of GAPCO III and GAPCO IV. Mr. Levy disclaims beneficial ownership of such shares beneficially owned by them except to the extent of his pecuniary interest therein.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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