

LIVEWORLD INC  
Form 3  
July 16, 2007

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
WPP US Holdings BV		(Month/Day/Year)	LIVEWORLD INC [LVWD.PK]	
(Last)	(First)	(Middle)	07/16/2007	
4. Relationship of Reporting Person(s) to Issuer			5. If Amendment, Date Original Filed(Month/Day/Year)	
WILHELMINAPLEIN 10				
(Street)			(Check all applicable)	
DE ROTTERDAM, P 7 3072			<input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input type="checkbox"/> Officer <input type="checkbox"/> Other (give title below)    (specify below)	
(City)	(State)	(Zip)	6. Individual or Joint/Group Filing(Check Applicable Line)	
			<input type="checkbox"/> Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person	

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, \$0.001 per share	4,625,666	I	See Footnote <sup>(1)</sup>

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

**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 Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of	

Shares

(I)  
(Instr. 5)**Reporting Owners**

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WPP US Holdings BV WILHELMINAPLEIN 10 DE ROTTERDAM, P 7 3072	Â	Â X	Â	Â
WPP Luxembourg Gamma SARL RUE HEINE LUXEMBOURG, N 4 L-1720	Â	Â X	Â	Â
WPP Luxembourg Holdings Seven SARL RUE HEINE LUXEMBOURG, N 4 L-1720	Â	Â X	Â	Â
WPP Luxembourg Beta Three SARL RUE HEINE LUXEMBOURG, N 4 L-1720	Â	Â X	Â	Â
WPP Luxembourg Beta SARL RUE HEINE LUXEMBOURG, N 4 L-1720	Â	Â X	Â	Â
WPP Luxembourg SARL RUE HEINE LUXEMBOURG, N 4 L-1720	Â	Â X	Â	Â
WPP Luxembourg Holdings Three SARL RUE HEINE LUXEMBOURG, N 4 L-1720	Â	Â X	Â	Â
WPP Luxembourg US Holdings SARL RUE HEINE LUXEMBOURG, N 4 L-1720	Â	Â X	Â	Â
WPP Luxembourg Holdings Two SARL RUE HEINE LUXEMBOURG, N 4 L-1720	Â	Â X	Â	Â
WPP Luxembourg Holdings Six SARL RUE HEINE LUXEMBOURG, N 4 L-1720	Â	Â X	Â	Â

**Signatures**/s/ Astrid van Heulen - Mulder - Managing  
Director

07/16/2007

\*\*Signature of Reporting Person

Date

/s/ Lennart Stenke - Manager

07/16/2007

Edgar Filing: LIVEWORLD INC - Form 3

__Signature of Reporting Person	Date
/s/ Lennart Stenke - Manager	07/16/2007
__Signature of Reporting Person	Date
/s/ Lennart Stenke - Manager	07/16/2007
__Signature of Reporting Person	Date
/s/ Lennart Stenke - Manager	07/16/2007
__Signature of Reporting Person	Date
/s/ Lennart Stenke - Manager	07/16/2007
__Signature of Reporting Person	Date
/s/ Lennart Stenke - Manager	07/16/2007
__Signature of Reporting Person	Date
/s/ Lennart Stenke - Manager	07/16/2007
__Signature of Reporting Person	Date
/s/ Lennart Stenke - Manager	07/16/2007
__Signature of Reporting Person	Date
/s/ Lennart Stenke - Manager	07/16/2007
__Signature of Reporting Person	Date
/s/ Lennart Stenke - Manager	07/16/2007

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) As of the date of this filing, J. Walter Thompson U.S.A., Inc. beneficially owns an aggregate of 4,625,666 shares of common stock of the Issuer (the "Shares"), including 2,625,666 shares of common stock and 2,000,000 shares of common stock issuable upon the exercise of warrants. Each of the other reporting persons on this Form 3 is a direct or indirect parent of J. Walter Thompson U.S.A., Inc. and may therefore be deemed to beneficially own the Shares.

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.