

Echo Global Logistics, Inc.  
Form 4  
November 12, 2014

**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

OMB  
Number: 3235-0287  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**KEYWELL BRADLEY A**

(Last) (First) (Middle)

**C/O ECHO GLOBAL LOGISTICS,  
INC., 600 WEST CHICAGO  
AVENUE, SUITE 725**

(Street)

**CHICAGO, IL 60654**

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol

**Echo Global Logistics, Inc. [ECHO]**

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

**11/11/2014**

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	11/11/2014		S <sup>(1)</sup>		17,500	D \$ 28.057 <sup>(2)</sup>	917,501	I	See Footnote <sup>(3)</sup>
Common Stock	11/12/2014		S <sup>(1)</sup>		17,500	D \$ 28.1325 <sup>(4)</sup>	900,001	I	See Footnote <sup>(3)</sup>
Common Stock							8,217	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.**

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 Transaction (Instr. 3 and 4)
				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

KEYWELL BRADLEY A  
C/O ECHO GLOBAL LOGISTICS, INC.  
600 WEST CHICAGO AVENUE, SUITE 725  
CHICAGO, IL 60654

X

## Signatures

/s/ David B. Menzel, by Power of  
Attorney

11/12/2014

\_\_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) The sales reported on this Form 4 were effectuated pursuant to a Rule 10b5-1 trading plan adopted by Frog Ventures, LLC, an entity owned by the Keywell Family Trust (20%) and Kimberly Keywell (80%), the wife of Bradley A. Keywell, on March 8, 2013.

- (2) The price is the weighted average price for the transactions reported on this line. The range of prices for the transactions reported on this line is between \$27.77 and \$28.24 per share. Complete information regarding the number of shares sold at each separate price will be provided upon request by the Commission Staff, the issuer or a security holder of the issuer.

- (3) The shares of common stock reported on this line are held by Frog Ventures, LLC. Frog Ventures, LLC is owned by the Keywell Family Trust (20%) and Kimberly Keywell (80%), the wife of Bradley A. Keywell. Mr. Keywell disclaims beneficial ownership of the shares held by Frog Ventures, LLC except to the extent of his pecuniary interest therein.

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- The price is the weighted average price for the transactions reported on this line. The range of prices for the transactions reported on this
- (4) line is between \$27.98 and \$28.30 per share. Complete information regarding the number of shares sold at each separate price will be provided upon request by the Commission Staff, the issuer or a security holder of the issuer.

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.