

FISERV INC  
Form 4  
August 20, 2013

**FORM 4**

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Hirsch Thomas J

(Last) (First) (Middle)  
255 FISERV DRIVE  
  
(Street)

BROOKFIELD, WI 53045

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
FISERV INC [FISV]

3. Date of Earliest Transaction (Month/Day/Year)  
08/16/2013

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)  
EVP;CFO;Treasurer & Asst Sect

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	08/16/2013		M		3,616	A	\$ 38.16
							41,616 <sup>(1)</sup>
Common Stock	08/16/2013		S		3,616	D	\$ 99.55
							38,000 <sup>(2)</sup>
Common Stock	08/16/2013		M		3,542	A	\$ 41.21
							41,542
Common Stock	08/16/2013		S		3,542	D	\$ 99.55
							38,000 <sup>(3)</sup>
	08/16/2013		M		12,500	A	50,500

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Common Stock					\$				
					44.32				
Common Stock	08/16/2013		S	12,500	D	\$	99.55	38,000	D
						(4)			

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)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 38.16	08/16/2013		M	3,616 (5)	02/16/2005	02/16/2015	Common Stock	3,616
Employee Stock Option (right to buy)	\$ 41.21	08/16/2013		M	3,542 (6)	02/21/2006	02/21/2016	Common Stock	3,542
Employee Stock Option (right to buy)	\$ 44.32	08/16/2013		M	12,500 (7)	05/01/2009	05/01/2016	Common Stock	12,500

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
				EVP;CFO;Treasurer & Asst Sect

Hirsch Thomas J  
255 FISERV DRIVE  
BROOKFIELD, WI 53045

## Signatures

/s/ Lynn S. McCreary  
(attorney-in-fact)

08/20/2013

\_\_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) Includes 284 shares acquired under the Fiserv, Inc. Employee Stock Purchase Plan.

This transaction was executed in multiple trades at prices ranging from \$99.34 to \$99.81. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

(2) This transaction was executed in multiple trades at prices ranging from \$99.34 to \$99.78. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

(3) This transaction was executed in multiple trades at prices ranging from \$99.30 to \$99.81. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

(4) The option vested in 5 equal annual installments beginning February 16, 2005 and is due to expire February 16, 2015.

(5) The option vested in 5 equal annual installments beginning February 21, 2006 and is due to expire on February 21, 2016.

(6) The option vested completely on May 1, 2009 and is due to expire May 1, 2016.

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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