

Bazaarvoice Inc
Form SC 13G
March 25, 2013

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

OMB APPROVAL
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SCHEDULE 13G

Under the Securities Exchange Act of 1934

(Amendment No. ___)*

Bazaarvoice, Inc.
(Name of Issuer)

Common Stock
(Title of Class of Securities)

073271108
(CUSIP Number)

March 13, 2013
(Date of Event which Requires Filing of this
Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
 Rule 13d-1(c)
 Rule 13d-1(d)

* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

1 Names of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only)

Southpoint Master Fund, LP

2 Check the Appropriate Box if a Member of a Group (See Instructions)

(a)

(b)

3 SEC Use Only

4 Citizenship or Place of Organization.

Cayman Islands

5 Sole Voting Power

0 shares

6 Shared Voting Power

Number

of Shares 3,633,585 shares (6,000,000 shares as of the Filing Date)

Beneficially

Owned by Refer to Item 4 below.

Each 7 Sole Dispositive Power

Reporting

Person With 0 shares

8 Shared Dispositive Power

3,633,585 shares (6,000,000 shares as of the Filing Date)

Refer to Item 4 below.

9 Aggregate Amount Beneficially Owned by Each Reporting Person

3,633,585 shares (6,000,000 shares as of the Filing Date)

Refer to Item 4 below.

10 Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions) N/A

11 Percent of Class Represented by Amount in Row (9)*

5.0% (8.24% as of the Filing Date)

Refer to Item 4 below.

12 Type of Reporting Person (See Instructions)

PN (Limited Partnership)

1 Names of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only)

Southpoint Capital Advisors LP

2 Check the Appropriate Box if a Member of a Group (See Instructions)

(a)

(b)

3 SEC Use Only

4 Citizenship or Place of Organization.

Delaware

5 Sole Voting Power

0 shares

6 Shared Voting Power

Number

of Shares 3,633,585 shares (6,000,000 shares as of the Filing Date)

Beneficially

Owned by Refer to Item 4 below.

Each 7 Sole Dispositive Power

Reporting

Person With 0 shares

8 Shared Dispositive Power

3,633,585 shares (6,000,000 shares as of the Filing Date)

Refer to Item 4 below.

9 Aggregate Amount Beneficially Owned by Each Reporting Person

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Refer to Item 4 below.

10 Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions) N/A

11 Percent of Class Represented by Amount in Row (9)*

5.0% (8.24% as of the Filing Date)

Refer to Item 4 below.

12 Type of Reporting Person (See Instructions)

PN (Limited Partnership)

1 Names of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only)

Southpoint Capital Advisors LLC

2 Check the Appropriate Box if a Member of a Group (See Instructions)

(a)

(b)

3 SEC Use Only

4 Citizenship or Place of Organization.

Delaware

5 Sole Voting Power

0 shares

6 Shared Voting Power

Number

of Shares 3,633,585 shares (6,000,000 shares as of the Filing Date)

Beneficially

Owned by Refer to Item 4 below.

Each 7 Sole Dispositive Power

Reporting

Person With 0 shares

8 Shared Dispositive Power

3,633,585 shares (6,000,000 shares as of the Filing Date)

Refer to Item 4 below.

9 Aggregate Amount Beneficially Owned by Each Reporting Person

3,633,585 shares (6,000,000 shares as of the Filing Date)

Refer to Item 4 below.

10 Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions) N/A

11 Percent of Class Represented by Amount in Row (9)*

5.0% (8.24% as of the Filing Date)

Refer to Item 4 below.

12 Type of Reporting Person (See Instructions)

OO (Limited Liability Company)

1 Names of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only)

Southpoint GP, LP

2 Check the Appropriate Box if a Member of a Group (See Instructions)

(a)

(b)

3 SEC Use Only

4 Citizenship or Place of Organization.

Delaware

5 Sole Voting Power

0 shares

6 Shared Voting Power

Number

of Shares 3,633,585 shares (6,000,000 shares as of the Filing Date)

Beneficially

Owned by Refer to Item 4 below.

Each 7 Sole Dispositive Power

Reporting

Person With 0 shares

8 Shared Dispositive Power

3,633,585 shares (6,000,000 shares as of the Filing Date)

Refer to Item 4 below.

9 Aggregate Amount Beneficially Owned by Each Reporting Person

3,633,585 shares (6,000,000 shares as of the Filing Date)

Refer to Item 4 below.

10 Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions) N/A

11 Percent of Class Represented by Amount in Row (9)*

5.0% (8.24% as of the Filing Date)

Refer to Item 4 below.

12 Type of Reporting Person (See Instructions)

PN (Limited Partnership)

1 Names of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only)

Southpoint GP, LLC

2 Check the Appropriate Box if a Member of a Group (See Instructions)

(a)

(b)

3 SEC Use Only

4 Citizenship or Place of Organization.

Delaware

5 Sole Voting Power

0 shares

6 Shared Voting Power

Number
of Shares 3,633,585 shares (6,000,000 shares as of the Filing Date)

Beneficially

Owned by Refer to Item 4 below.

Each 7 Sole Dispositive Power

Reporting
Person With 0 shares

8 Shared Dispositive Power

3,633,585 shares (6,000,000 shares as of the Filing Date)

Refer to Item 4 below.

9 Aggregate Amount Beneficially Owned by Each Reporting Person

3,633,585 shares (6,000,000 shares as of the Filing Date)

Refer to Item 4 below.

10 Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions) N/A

11 Percent of Class Represented by Amount in Row (9)*

5.0% (8.24% as of the Filing Date)

Refer to Item 4 below.

12 Type of Reporting Person (See Instructions)

OO (Limited Liability Company)

1 Names of Reporting Persons.

I.R.S. Identification Nos. of above persons (entities only)

John S. Clark II

2 Check the Appropriate Box if a Member of a Group (See Instructions)

(a)

(b)

3 SEC Use Only

4 Citizenship or Place of Organization.

United States

5 Sole Voting Power

0 shares

6 Shared Voting Power

Number of Shares 3,633,585 shares (6,000,000 shares as of the Filing Date)

Beneficially

Owned by Refer to Item 4 below.

Each 7 Sole Dispositive Power

Reporting Person With 0 shares

8 Shared Dispositive Power

3,633,585 shares (6,000,000 shares as of the Filing Date)

Refer to Item 4 below.

9 Aggregate Amount Beneficially Owned by Each Reporting Person

3,633,585 shares (6,000,000 shares as of the Filing Date)

Refer to Item 4 below.

10 Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions) N/A

11 Percent of Class Represented by Amount in Row (9)*

5.0% (8.24% as of the Filing Date)

Refer to Item 4 below.

12 Type of Reporting Person (See Instructions)

IN

Item 1.

- (a) Name of Issuer
Bazaarvoice, Inc.
- (b) Address of Issuer's Principal Executive Offices

3900 N. Capital Texas Highway, Suite 300
Austin, TX 78746

Item 2.

- (a) Name of Person Filing
Southpoint Master Fund, LP
Southpoint Capital Advisors LP
Southpoint Capital Advisors LLC
Southpoint GP, LP
Southpoint GP, LLC
John S. Clark II
- (b) Address of Principal Business Office or, if none, Residence
623 Fifth Avenue, Suite 2601
New York, NY 10022
- (c) Citizenship
Southpoint Master Fund, LP - Cayman Islands
Southpoint Capital Advisors LP - Delaware
Southpoint Capital Advisors LLC - Delaware
Southpoint GP, LP - Delaware
Southpoint GP, LLC - Delaware
John S. Clark II - United States
- (d) Title of Class of Securities
Common Stock
- (e) CUSIP Number
073271108

Item 3. If this statement is filed pursuant to §§240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is
a:

- (a) Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o).
- (b) Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c).
- (c) Insurance Company as defined in Section 3(a)(19) of the Act
- (d) Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C 80a-8).
- (e) An investment adviser in accordance with §240.13d-1(b)(1)(ii)(E);
- (f) An employee benefit plan or endowment fund in accordance with §240.13d-1(b)(1)(ii)(F);
- (g) A parent holding company or control person in accordance with § 240.13d-1(b)(1)(ii)(G);
- (h) A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);

- (i) A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
- (j) A non-U.S. institution in accordance with §240.13d-1(b)(1)(ii)(J);
- (k) Group, in accordance with §240.13d-1(b)(1)(ii)(K).

Item 4. Ownership***

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

As of March 13, 2013, the Master Fund owned 3,633,585 shares of Common Stock, which is 5.0% of the Issuer's outstanding Common Stock. As of the Filing Date, the Master Fund owned 6,000,000 shares of Common Stock, which is 8.24% of the Issuer's outstanding Common Stock. The percentages herein are calculated based upon the 72,787,229 shares of Common Stock issued and outstanding as of February 28, 2013, as reported on the Issuer's Form 10-Q filed with the SEC on March 14, 2013.

(a) Amount Beneficially Owned***

Southpoint Master Fund, LP - 3,633,585 shares (6,000,000 shares as of the Filing Date)

Southpoint Capital Advisors LP - 3,633,585 shares (6,000,000 shares as of the Filing Date)

Southpoint Capital Advisors LLC - 3,633,585 sha