

HEARST COMMUNICATIONS INC

Form SC 13G/A

February 13, 2003

OMB APPROVAL
OMB Number: 3235-0145
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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934  
(Amendment No. 1)\*

LiveWorld, Inc.

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(Name of Issuer)

Common Shares

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(Title of Class of Securities)

53838Q109

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(Cusip Number)

August 29, 2002

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(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 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).

13G

CUSIP No. 53838Q109

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1. Name of Reporting Person: I.R.S. Identification Nos. of above persons (entities only):  
Hearst Communications, Inc.

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2. Check the Appropriate Box if a Member of a Group:

(a)

(b)

---

3. SEC Use Only:

---

4. Citizenship or Place of Organization:  
Delaware

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Number of  
Shares  
Beneficially  
Owned by  
Each  
Reporting  
Person With

5. Sole Voting Power:  
0

---

6. Shared Voting Power:  
0

---

7. Sole Dispositive Power:  
0

---

8. Shared Dispositive Power:  
0

---

9. Aggregate Amount Beneficially Owned by Each Reporting Person:  
0

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10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares:

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11.

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Percent of Class Represented by Amount in Row (9):  
0%

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12. Type of Reporting Person:  
CO

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CUSIP No. 53838Q109

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1. Name of Reporting Person: I.R.S. Identification Nos. of above persons (entities only):  
Hearst Magazines Property, Inc.

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2. Check the Appropriate Box if a Member of a Group:

(a)

(b)

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3. SEC Use Only:

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4. Citizenship or Place of Organization:  
Delaware

---

Number of  
Shares  
Beneficially  
Owned by  
Each  
Reporting  
Person With

5. Sole Voting Power:  
0

---

6. Shared Voting Power:  
0

---

7. Sole Dispositive Power:  
0

---

8. Shared Dispositive Power:  
0

---

9. Aggregate Amount Beneficially Owned by Each Reporting Person:  
0

---

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares:

---

11.

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Percent of Class Represented by Amount in Row (9):  
0%

---

12. Type of Reporting Person:  
CO

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CUSIP No. 53838Q109

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1. Name of Reporting Person: I.R.S. Identification Nos. of above persons (entities only):  
Hearst Holdings, Inc.

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2. Check the Appropriate Box if a Member of a Group:

(a)

(b)

---

3. SEC Use Only:

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4. Citizenship or Place of Organization:  
Delaware

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Number of  
Shares  
Beneficially  
Owned by  
Each  
Reporting  
Person With

5. Sole Voting Power:  
0

6. Shared Voting Power:  
0

7. Sole Dispositive Power:  
0

8. Shared Dispositive Power:  
0

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9. Aggregate Amount Beneficially Owned by Each Reporting Person:  
0

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10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares:

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11.

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Percent of Class Represented by Amount in Row (9):  
0%

---

12. Type of Reporting Person:  
CO

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CUSIP No. 53838Q109

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1. Name of Reporting Person: The Hearst Corporation  
I.R.S. Identification Nos. of above persons (entities only):

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2. Check the Appropriate Box if a Member of a Group:

(a)

(b)

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3. SEC Use Only:

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4. Citizenship or Place of Organization:  
Delaware

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Number of  
Shares  
Beneficially  
Owned by  
Each  
Reporting  
Person With

5. Sole Voting Power:  
0

---

6. Shared Voting Power:  
0

---

7. Sole Dispositive Power:  
0

---

8. Shared Dispositive Power:  
0

---

9. Aggregate Amount Beneficially Owned by Each Reporting Person:  
0

---

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares:

---

11.

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Percent of Class Represented by Amount in Row (9):  
0%

---

12. Type of Reporting Person:  
CO

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CUSIP No. 53838Q109

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1. Name of Reporting Person: I.R.S. Identification Nos. of above persons (entities only):  
The Hearst Family Trust

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2. Check the Appropriate Box if a Member of a Group:

(a)

(b)

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3. SEC Use Only:

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4. Citizenship or Place of Organization:  
California

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Number of  
Shares  
Beneficially  
Owned by  
Each  
Reporting  
Person With

5. Sole Voting Power:  
0

6. Shared Voting Power:  
0

7. Sole Dispositive Power:  
0

8. Shared Dispositive Power:  
0

---

9. Aggregate Amount Beneficially Owned by Each Reporting Person:  
0

---

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares:

---

11.

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Percent of Class Represented by Amount in Row (9):  
0%

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12. Type of Reporting Person:  
OO (testamentary trust)

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**Item 1.**

- (a) Name of Issuer:  
LiveWorld, Inc. (formely, Talk City, Inc.) (the "Issuer")
- (b) Address of Issuer's Principal Executive Offices:  
170 Knowles Dr., Suite 211  
Los Gatos, California 95030

**Item 2.**

- (e) CUSIP Number:  
53838Q109

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**Item 4. Ownership.**

(a) Amount beneficially owned:

0

(b) Percent of class:

0%

(c) Number of shares as to which the person has:

(i) Sole power to vote or to direct the vote:

0

(ii) Shared power to vote or to direct the vote:

0

(iii) Sole power to dispose or to direct the disposition of:

0

(iv) Shared power to dispose or to direct the disposition of:

0

**Item 5. Ownership of Five Percent or Less of a Class.**

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following .

8

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13G

**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 13, 2003

HEARST  
COMMUNICATIONS,  
INC.

By: /s/ Jodie W. King

Name: Jodie W. King

Title: Vice President

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**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 13, 2003

HEARST MAGAZINES  
PROPERTY, INC.

By: /s/ Jodie W. King

Name: Jodie W. King

Title: Vice President

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**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 13, 2003

HEARST HOLDINGS,  
INC.

By: /s/ Jodie W. King

Name: Jodie W. King

Title: Vice President

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**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 13, 2003

THE HEARST  
CORPORATION

By: /s/ Jodie W. King

Name: Jodie W. King

Title: Vice President

---

**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 13, 2003

THE HEARST FAMILY  
TRUST

By: /s/ Mark F. Miller

Name: Mark F. Miller

Title: Trustee