

Cooper Brad F
Form 3
May 09, 2011

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	
Â Cooper Brad F		(Month/Day/Year)	INSWEB CORP [INSW]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
		04/29/2011		
10850 GOLD CENTER			(Check all applicable)	
DR,Â SUITE 250			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
(Street)			<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below)	(specify below)
			Chief Revenue Officer	
				6. Individual or Joint/Group Filing(Check Applicable Line)
				<input checked="" type="checkbox"/> Form filed by One Reporting Person
				<input type="checkbox"/> Form filed by More than One Reporting Person

RANCHO
CORDOVA,Â CAÂ 95670
(City) (State) (Zip)

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	667	D	Â

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)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Amount or Number of Shares	or Indirect (I) (Instr. 5)
Option to purchase	04/01/2002	04/01/2012	Common Stock 2,500 \$ 4.95	D Â
Option to purchase	04/01/2004	04/01/2014	Common Stock 5,000 \$ 5	D Â
Option to purchase	01/25/2007	01/25/2012	Common Stock 25,000 \$ 3.48	D Â
Option to purchase	03/07/2008	03/07/2013	Common Stock 3,000 \$ 11.04	D Â
Option to purchase	03/11/2009	03/11/2016	Common Stock 22,000 \$ 2.1	D Â
Option to purchase	Â (1)	03/30/2015	Common Stock 20,000 \$ 5.25	D Â
Option to purchase	Â (2)	03/30/2015	Common Stock 18,000 \$ 5.25	D Â
Option to purchase	Â (1)	12/15/2015	Common Stock 30,000 \$ 7	D Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Cooper Brad F 10850 GOLD CENTER DR SUITE 250 RANCHO CORDOVA, CA 95670	Â	Â	Â Chief Revenue Officer	Â

Signatures

L. Eric Loewe, Attorney in fact for Brad F. Cooper
05/09/2011
Date

Signature of Reporting Person

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) Options vest monthly over two years
- (2) Options vest based on achieving specific quarterly revenue and net income targets

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.