Edgar Filing: Abraham Magid M - Form 4

Abraham M	lagid M							
Form 4 May 12, 20	10							
FORM					OMB A	PPROVAL		
Check this box						3235-0287		
if no lo	nger STATEMENT	F CHANGES IN	BENEFICIAL OW	NERSHIP OF	Expires:	January 31, 2005		
subject Section Form 4	16.		RITIES		Estimated a burden hou response	ours per		
Form 5 obligati	000	• •	he Securities Exchange					
may con See Inst	nunue. 20(1	•	lding Company Act of t Company Act of 194		1			
1(b).								
(Print or Type	Responses)							
Abraham Magid M Symbol			d Ticker or Trading	5. Relationship of Reporting Person(s) to Issuer				
a		COMSCORE, I		(Check all applicable)				
(Last)	(First) (Middle)	3. Date of Earliest 7 (Month/Day/Year)	Transaction	_X_ Director 10% Owner _X_ Officer (give title Other (specify below) below) President & CEO				
11950 DEN FLOOR	MOCRACY DRIVE, 6TH	05/10/2010						
(Street) 4. If Am			Date Original	6. Individual or Joint/Group Filing(Check				
DESTON	VA 20100	Filed(Month/Day/Yea	ar)	Applicable Line) _X_Form filed by O Form filed by M				
RESTON,				Person				
(City)	(State) (Zip)		Derivative Securities Acq			-		
1.Title of Security	2. Transaction Date 2A. Dec (Month/Day/Year) Executi		4. Securities Acquired (A or Disposed of (D)) 5. Amount of Securities	6. Ownership	7. Nature of Indirect		
(Instr. 3)	any (Month	Code Day/Year) (Instr. 8)	(Instr. 3, 4 and 5)	Beneficially Owned	Form: Direct (D)	Beneficial Ownership		
	``````````````````````````````````````	• • • • •		Following Reported	or Indirect (I)	(Instr. 4)		
			(A) or	Transaction(s)	(I) (Instr. 4)			
Common		Code V	Amount (D) Price 4,700 \$	(Instr. 3 and 4)				
Stock	05/10/2010	S	(1) D $(1)$ D $(17.7169)$	882,947	D			
						By		
Common Stock				581,876 <u>(2)</u>	Ι	Abraham Family Trust		
Common Stock				102,437	Ι	By Wife		
Common Stock	05/11/2010	S	300 <u>(1)</u> A \$ 18	882,647	D			

#### Edgar Filing: Abraham Magid M - Form 4

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.

# Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Titl	e and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onNumber	Expiration D	ate	Amou	nt of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Under	lying	Security	Secu
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Securi	ities	(Instr. 5)	Bene
	Derivative				Securities			(Instr.	3 and 4)		Owne
	Security				Acquired						Follo
					(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
									A		
									Amount		
						Date	Expiration		or Number		
						Exercisable	Date		Number		
				Cala V	(A) (D)				of		
				Code V	(A) (D)				Shares		

## **Reporting Owners**

<b>Reporting Owner Name / Address</b>	Relationships					
	Director	10% Owner	Officer	Other		
Abraham Magid M 11950 DEMOCRACY DRIVE, 6TH FLOOR RESTON, VA 20190	Х		President & CEO			
Signatures						
/s/ Christiana Lin, 05/12/ Attorney-in-Fact	/2010					

Date

**Signature of Reporting Person

## **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) Shares disposed of pursuant to a 10b5-1 plan entered into in August 2009.

(2) Reporting person and spouse disclaim beneficial ownership of the such shares except to the extent of their respective pecuniary interest.

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.