Edgar Filing: FISERV INC - Form 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 Filed pure	STATES SECU Wa IENT OF CHAN suant to Section a) of the Public U 30(h) of the In	Ishington NGES IN SECUI 16(a) of tl Utility Hol	, D.C. 20 BENEF RITIES ne Securi Iding Col)549 TICLA ties E npan	AL OWN Exchange y Act of	ERSHIP OF Act of 1934, 1935 or Section	OMB Number: Expires: Estimated a burden hour response		
(Print or Type Responses)									
YABUKI JEFFERY W Symbol			er Name and Ticker or Trading V INC [FISV]			5. Relationship of Reporting Person(s) to Issuer			
(Last) (First) (N	Middle) 3. Date of	3. Date of Earliest Transaction				(Check all applicable)			
255 FISERV DRIVE (Month/D 11/11/20			/Day/Year) 2013			X Director 10% Owner X Officer (give title Other (specify below) below) President & CEO			
(Street)		4. If Amendment, Date Original Filed(Month/Day/Year)				 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person 			
BROOKFIELD, WI 53045 — Form filed by More than One Reporting Person									
(City) (State)	(Zip) Tab	ole I - Non-	Derivative	Secu	rities Acqu	iired, Disposed of,	or Beneficiall	y Owned	
1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 8)	4. Securi on(A) or D (Instr. 3, Amount	ispose 4 and (A) or	d of (D) 5) Price	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)	
Common 11/11/2013 Stock		S	4,000 (1)	D	\$ 105.36 (2)	143,828	D		
Common Stock						4,800	I	By Trust	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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 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. Transactic Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Titl Amou Under Secur (Instr.	int of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
YABUKI JEFFERY W 255 FISERV DRIVE BROOKFIELD, WI 53045	Х		President & CEO				
Signatures							
/s/ Lynn S. McCreary		11/12/2013					

(attorney-in-fact)

**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) This sale was effected pursuant to a Rule 10b5-1 trading plan which was entered into by the reporting person for estate and financial planning purposes.

This transaction was executed in multiple trades at prices ranging from \$105.20 to \$105.50. The price reported above reflects the(2) 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.

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.