FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b)

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

or Section 30(h) of the Investment Company Act of 1940

2. Issuer Name and Ticker or Trading Symbol 5. Relationship of Reporting Person(s) to Issuer 1. Name and Address of Reporting Person (Check all applicable) <u>LIVEPERSON INC</u> [LPSN] Greenberg Monica L. Director 10% Owner Officer (give title Other (specify 1 below) below) (Last) 3. Date of Earliest Transaction (Month/Day/Year) (First) (Middle) EVP, Policy & General Counsel 01/06/2025 C/O LIVEPERSON, INC., 530 7TH AVE, FLOOR M1 4. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applicable Line) (Street) 1 Form filed by One Reporting Person **NEW YORK** NY 10018 Form filed by More than One Reporting Person (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 2. Transaction 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 7. Nature 1. Title of Security (Instr. 3) 2A. Deemed 5. Amount of 6. Ownership of Indirect Beneficial Transaction Securities Beneficially (Month/Day/Year) (D) or Indirect if anv Code (Instr. 5) (Month/Day/Year Owned Following 8) (I) (Instr. 4) Ownership (Instr. 4) Reported (A) or (D) Transaction(s) ν Code Amount Price (Instr. 3 and 4) 01/06/2025 12,904(1) Common Stock D \$1.58 568,703(2) D Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) 1. Title of 3. Transaction 3A. Deemed 5. Number 6. Date Exercisable and 7. Title and 8. Price of 9. Number of 10. 11. Nature Derivative Execution Date, **Expiration Date** Amount of Ownership (Month/Day/Year) Security (Instr. 3) Derivative (Month/Day/Year) Security (Instr. 5) or Exercise Price of Code (Instr. 8) Securities Securities Form: Beneficial Direct (D) (Month/Day/Year) Securities Underlying Beneficially Ownership Derivative Acquired Derivative Owned or Indirect (I) (Instr. 4) (Instr. 4) Security (A) or Security (Instr. 3 and 4) Following Disposed of (D) (Instr. 3, 4 Reported Transaction(s) (Instr. 4) and 5) Amount

## **Explanation of Responses:**

1. Shares sold automatically by the issuer in order to cover the reporting person's tax liability incurred in connection with the vesting of the reporting person's restricted stock units on January 3, 2025.

Exercisable

Date

(D)

(A)

2. Number reported includes 441,891 unvested restricted stock units granted to and held by the reporting person following the reported transaction.

Code

## Remarks:

/s/ Monica L. Greenberg

Number

Shares

Title

01/07/2025

\*\* Signature of Reporting Person Date

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

- \* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.