

LIVEWORLD INC

Form 3

July 16, 2007

FORM 3**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

OMB
Number: 3235-0104Expires: January 31,
2005Estimated 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 *

WPP US Holdings BV

(Last)

(First)

(Middle)

2. Date of Event Requiring
Statement

(Month/Day/Year)

07/16/2007

3. Issuer Name **and** Ticker or Trading Symbol
LIVEWORLD INC [LVWD.PK]4. Relationship of Reporting
Person(s) to Issuer5. If Amendment, Date Original
Filed(Month/Day/Year)

WILHELMINAPLEIN 10

(Street)

(Check all applicable)

____ Director ☒ 10% Owner
____ Officer ____ Other
(give title below) (specify below)

6. Individual or Joint/Group
Filing(Check Applicable Line)
____ Form filed by One Reporting
Person
____ Form filed by More than One
Reporting Person

DE ROTTERDAM, P 7 3072

(City)

(State)

(Zip)

Table I - Non-Derivative Securities Beneficially Owned1. 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, \$0.001 per share

4,625,666

I

See Footnote ⁽¹⁾

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)Date
ExercisableExpiration
Date3. Title and Amount of
Securities Underlying
Derivative Security
(Instr. 4)Title
Amount or
Number of4. Conversion
or Exercise
Price of
Derivative
Security5. Ownership
Form of
Derivative
Security:
Direct (D)
or Indirect6. Nature of Indirect
Beneficial Ownership
(Instr. 5)

Shares

(I)
(Instr. 5)

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WPP US Holdings BV WILHELMINAPLEIN 10 DE ROTTERDAM, P 7 3072	Â	Â X	Â	Â
WPP Luxembourg Gamma SARL RUE HEINE LUXEMBOURG, N 4 L-1720	Â	Â X	Â	Â
WPP Luxembourg Holdings Seven SARL RUE HEINE LUXEMBOURG, N 4 L-1720	Â	Â X	Â	Â
WPP Luxembourg Beta Three SARL RUE HEINE LUXEMBOURG, N 4 L-1720	Â	Â X	Â	Â
WPP Luxembourg Beta SARL RUE HEINE LUXEMBOURG, N 4 L-1720	Â	Â X	Â	Â
WPP Luxembourg SARL RUE HEINE LUXEMBOURG, N 4 L-1720	Â	Â X	Â	Â
WPP Luxembourg Holdings Three SARL RUE HEINE LUXEMBOURG, N 4 L-1720	Â	Â X	Â	Â
WPP Luxembourg US Holdings SARL RUE HEINE LUXEMBOURG, N 4 L-1720	Â	Â X	Â	Â
WPP Luxembourg Holdings Two SARL RUE HEINE LUXEMBOURG, N 4 L-1720	Â	Â X	Â	Â
WPP Luxembourg Holdings Six SARL RUE HEINE LUXEMBOURG, N 4 L-1720	Â	Â X	Â	Â

Signatures

/s/ Astrid van Heulen - Mulder - Managing
Director

07/16/2007

—Signature of Reporting Person

Date

/s/ Lennart Stenke - Manager

07/16/2007

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__Signature of Reporting Person	Date
/s/ Lennart Stenke - Manager	07/16/2007
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__Signature of Reporting Person	Date
/s/ Lennart Stenke - Manager	07/16/2007
__Signature of Reporting Person	Date

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) As of the date of this filing, J. Walter Thompson U.S.A., Inc. beneficially owns an aggregate of 4,625,666 shares of common stock of the Issuer (the "Shares"), including 2,625,666 shares of common stock and 2,000,000 shares of common stock issuable upon the exercise of warrants. Each of the other reporting persons on this Form 3 is a direct or indirect parent of J. Walter Thompson U.S.A., Inc. and may therefore be deemed to beneficially own the Shares.

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