

CVENT INC  
Form 4  
August 18, 2014

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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

**STATEMENT OF CHANGES IN 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 \*  
**KOLLURI KRISHNA KITTU**

(Last) (First) (Middle)

**1954 GREENSPRING  
DRIVE, SUITE 600**

(Street)

**TIMONIUM, MD 21093**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**CVENT INC [CVT]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**08/14/2014**

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_X\_\_\_ 10% Owner  
\_\_\_ Officer (give title below) \_\_\_ Other (specify below)

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

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	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)			
			Code	V	Amount	(A) or (D)	Price			
Common Stock	08/14/2014		J <sup>(1)</sup>		1,000,000	D	\$ 0	4,994,106	I	See Note 2 <sup>(2)</sup>
Common Stock	08/14/2014		J <sup>(3)</sup>		10,000	A	\$ 0	10,000	I	See Note 4 <sup>(4)</sup>
Common Stock	08/14/2014		J <sup>(5)</sup>		10,000	D	\$ 0	0	I	See Note 4 <sup>(4)</sup>
Common Stock	08/14/2014		J <sup>(6)</sup>		374	A	\$ 0	374	I	See Note 7 <sup>(7)</sup>
Common Stock	08/15/2014		S		374	D	\$ 26.27	0	I	See Note 7 <sup>(7)</sup>

Edgar Filing: CVENT INC - Form 4

Common Stock	08/14/2014	J <sup>(8)</sup>	65	A	\$ 0	65	I	See Note 9 <sup>(9)</sup>
Common Stock	08/15/2014	S	65	D	\$ 26.27	0	I	See Note 9 <sup>(9)</sup>
Common Stock	08/14/2014	J <sup>(10)</sup>	65	A	\$ 0	65	I	See Note 11 <sup>(11)</sup>
Common Stock	08/15/2014	S	65	D	\$ 26.27	0	I	See Note 11 <sup>(11)</sup>

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.**

SEC 1474  
(9-02)

**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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned (Instr. 3, 4, and 5)
				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
KOLLURI KRISHNA KITTU 1954 GREENSPRING DRIVE SUITE 600 TIMONIUM, MD 21093		X		

## Signatures

/s/ Sasha Keough,  
attorney-in-fact

08/18/2014

\_\_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) New Enterprise Associates 13, L.P. ("NEA 13") made a pro rata distribution for no consideration of an aggregate of 1,000,000 shares of Common Stock of the Issuer, to its general partner and its limited partners on August 14, 2014.
- The Reporting Person is a director of NEA 13 GP, LTD, which is the sole general partner of NEA Partners 13, L.P. ("NEA Partners 13"). NEA Partners 13 is the sole general partner of NEA 13, which is the direct beneficial owner of the securities. The Reporting Person disclaims beneficial ownership, within the meaning of Section 16 of the Securities Exchange Act of 1934, as amended, or otherwise of such portion of the NEA 13 shares in which the Reporting Person has no pecuniary interest.
- (2) NEA Partners 13 received 10,000 shares of Common Stock of the Issuer in the distribution by NEA 13 on August 14, 2014.
- The Reporting Person is a director of NEA 13 GP, LTD, which is the sole general partner of NEA Partners 13, the director beneficial owner of the shares of Common Stock of the Issuer. The Reporting Person disclaims beneficial ownership, within the meaning of Section 16 of the Securities Exchange Act of 1934, as amended, or otherwise of such portion of the NEA Partners 13 shares in which the Reporting Person has no pecuniary interest.
- (3) NEA Partners 13 made a pro rata distribution for no consideration of an aggregate of 10,000 shares of Common Stock of the Issuer to its limited partners on August 14, 2014.
- (4) The Kolluri Living Trust dated 11/5/99 (the "Kolluri Trust") received 374 shares of Common Stock of the Issuer in the distribution by NEA Partners 13 on August 14, 2014.
- (5) The shares are held directly by the Kolluri Trust. The Reporting Person disclaims beneficial ownership within the meaning of Section 16 of the 1934 Act, as amended, of the shares held by the Kolluri Trust, except to the extent of his pecuniary interest therein.
- (6) The Krishna S. Kolluri and Vanita S. Kolluri, as Trustees of the Ishaan S. Kolluri GST Exempt Trust under the Kolluri 2012 Trust Agreement dated November 16, 2012 (the "Ishaan S. Kolluri Trust") received 65 shares of Common Stock of the Issuer in the distribution by NEA Partners 13 on August 14, 2014.
- (7) The shares are held directly by the Ishaan S. Kolluri Trust. The Reporting Person disclaims beneficial ownership within the meaning of Section 16 of the 1934 Act, as amended, of the shares held by the Ishaan S. Kolluri Trust, except to the extent of his pecuniary interest therein.
- (8) The Krishna S. Kolluri and Vanita S. Kolluri, as Trustee of the Raina V. Kolluri GST Exempt Trust under the Kolluri 2012 Trust Agreement dated November 16, 2012 (the "Raina V. Kolluri Trust") received 65 shares of Common Stock of the Issuer in the distribution by NEA Partners 13 on August 14, 2014.
- (9) The shares are held directly by the Raina V. Kolluri Trust. The Reporting Person disclaims beneficial ownership within the meaning of Section 16 of the 1934 Act, as amended, of the shares held by the Raina V. Kolluri Trust, except to the extent of his pecuniary interest therein.
- (10) The Krishna S. Kolluri and Vanita S. Kolluri, as Trustee of the Raina V. Kolluri GST Exempt Trust under the Kolluri 2012 Trust Agreement dated November 16, 2012 (the "Raina V. Kolluri Trust") received 65 shares of Common Stock of the Issuer in the distribution by NEA Partners 13 on August 14, 2014.
- (11) The shares are held directly by the Raina V. Kolluri Trust. The Reporting Person disclaims beneficial ownership within the meaning of Section 16 of the 1934 Act, as amended, of the shares held by the Raina V. Kolluri Trust, except to the extent of his pecuniary interest therein.

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.