

Edgar Filing: LIVEWORLD INC - Form SC 13G/A

LIVEWORLD INC  
Form SC 13G/A  
April 04, 2003

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

SCHEDULE 13G

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT  
TO RULES 13d-1(b) (c), and (d) AND AMENDMENTS THERETO FILED  
PURSUANT TO RULE 13d-2(b)

(AMENDMENT NO. 1)

LIVEWORLD, INC.

-----  
(NAME OF ISSUER)

COMMON STOCK, PAR VALUE \$.001

-----  
(TITLE OF CLASS OF SECURITIES)

874263106

-----  
(CUSIP NUMBER)

April 1, 2003

-----  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule  
is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

-----  
13G/A

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CUSIP No. 874263106  
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1 NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

NATIONAL BROADCASTING COMPANY, INC.

14-1682529

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2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) [ ]  
 (b) [ ]

NOT APPLICABLE

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION  
 DELAWARE

5 SOLE VOTING POWER  
 897,223

NUMBER OF  
 SHARES  
 BENEFICIALLY  
 OWNED BY  
 EACH

6 SHARED VOTING POWER

0

REPORTING  
 PERSON  
 WITH

7 SOLE DISPOSITIVE POWER

897,223

8 SHARED DISPOSITIVE POWER  
 0

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
 897,223

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES [ ]  
 NOT APPLICABLE

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  
 3.4%

12 TYPE OF REPORTING PERSON  
 CO

13G/A

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1 NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)  
  
NATIONAL BROADCASTING COMPANY HOLDING, INC. 13-3448662

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) [ ]  
(b) [ ]  
  
NOT APPLICABLE

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION  
DELAWARE

	5	SOLE VOTING POWER  DISCLAIMED (SEE 9 BELOW)
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH	6	SHARED VOTING POWER  NOT APPLICABLE
REPORTING PERSON WITH	7	SOLE DISPOSITIVE POWER  DISCLAIMED (SEE 9 BELOW)
	8	SHARED DISPOSITIVE POWER  NOT APPLICABLE

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
  
BENEFICIAL OWNERSHIP OF ALL SHARES IS DISCLAIMED BY NATIONAL  
BROADCASTING COMPANY HOLDING, INC.

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES [ ]  
  
NOT APPLICABLE

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  
NOT APPLICABLE (SEE 9 ABOVE)

12 TYPE OF REPORTING PERSON  
CO

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1 NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

GENERAL ELECTRIC COMPANY 14-0689340

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2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

(a) [ ]  
(b) [ ]

NOT APPLICABLE

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3 SEC USE ONLY

-----

4 CITIZENSHIP OR PLACE OF ORGANIZATION

NEW YORK

-----

5 SOLE VOTING POWER

DISCLAIMED (SEE 9 BELOW)

-----

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY  
EACH

6 SHARED VOTING POWER

NOT APPLICABLE

-----

REPORTING  
PERSON  
WITH

7 SOLE DISPOSITIVE POWER

DISCLAIMED (SEE 9 BELOW)

-----

8 SHARED DISPOSITIVE POWER

NOT APPLICABLE

-----

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

BENEFICIAL OWNERSHIP OF ALL SHARES IS DISCLAIMED BY GENERAL ELECTRIC  
COMPANY.

-----

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES

[ ]

NOT APPLICABLE

-----

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

NOT APPLICABLE (SEE 9 ABOVE)

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12 TYPE OF REPORTING PERSON  
CO

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ITEM 1(A) NAME OF ISSUER:  
  
LiveWorld, Inc.

ITEM 1(B) ADDRESS OF ISSUER'S PRINCIPAL EXECUTIVE OFFICES:  
  
307 Orchard City Drive  
Campbell, CA 95008

ITEM 2(A) NAME OF PERSON FILING:  
  
National Broadcasting Company, Inc. ("NBC")  
National Broadcasting Company Holding, Inc. ("NBCH")  
General Electric Company ("GE")

NBC is a wholly-owned subsidiary of NBCH, which is in turn a wholly-owned subsidiary of GE.

ITEM 2(B) ADDRESS OF PRINCIPAL BUSINESS OFFICE OR, IF NONE, RESIDENCE:  
  
NBC: 30 Rockefeller Plaza, New York, NY  
NBCH: 30 Rockefeller Plaza, New York, NY  
GE: 3135 Easton Turnpike, Fairfield, CT

ITEM 2(C) CITIZENSHIP:  
  
NBC: Delaware corporation  
NBCH: Delaware corporation  
GE: New York corporation

ITEM 2(D) TITLE OF CLASS OF SECURITIES:  
  
Common Stock, par value \$.001 per share

ITEM 2(E) CUSIP NUMBER:  
  
874263106

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ITEM 3 IF THIS STATEMENT IS FILED PURSUANT TO RULES 13D-1(B), OR 13D-2(B), CHECK WHETHER THE PERSON FILING IS A:  
  
Not applicable

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ITEM 4 OWNERSHIP:

(A)-(C) The response of NBC, NBCH and GE to Items 5, 6, 7, 8, 9 and 11 of each of their respective Cover Pages which relate to the beneficial ownership of the Common Stock of the Issuer are incorporated herein by reference.

Each of NBCH and GE hereby disclaims beneficial ownership of the Common Stock of the Issuer owned by NBC.

ITEM 5 OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS:

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following [X].

ITEM 6 OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON:

Not applicable.

ITEM 7 IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY:

Not applicable.

ITEM 8 IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP:

Not applicable.

ITEM 9 NOTICE OF DISSOLUTION OF GROUP:

Not applicable.

ITEM 10 CERTIFICATION:

Not applicable.

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Signature: After reasonable inquiry and to the best of my knowledge  
----- and belief, I certify that the information set forth in  
this statement is true, complete and correct.

Date: April 3, 2003

NATIONAL BROADCASTING COMPANY, INC.

By: /s/ Elizabeth A. Newell

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Elizabeth A. Newell

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Attorney-in-Fact

NATIONAL BROADCASTING COMPANY HOLDING, INC.

By: /s/ Elizabeth A. Newell

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Elizabeth A. Newell  
Attorney-in-Fact

GENERAL ELECTRIC COMPANY

By: /s/ Robert E. Healing

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Robert E. Healing  
Attorney-in-Fact