

ELOYALTY CORP  
Form 4  
August 17, 2007

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
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 \*  
YOUNGER WILLIAM H JR

(Last) (First) (Middle)

755 PAGE MILL ROAD, SUITE A-200

(Street)

PALO ALTO, CA 943041005

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
ELOYALTY CORP [ELOY]

3. Date of Earliest Transaction (Month/Day/Year)  
08/15/2007

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

**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 Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			By Shares Held By
Common	08/15/2007		P	921 A \$ 14.1	921	I	Ltd Partnership (YVST) <sup>(1)</sup>
Common <sup>(2)</sup>	08/15/2007		P	18,668 A \$ 14.1	1,549,407 <sup>(2)</sup>	I	By Shares Held By Ltd Partnership (SHV) <sup>(3)</sup>
Common	08/16/2007		P	309 A \$ 12.8801	1,230	I	By Shares Held By

Edgar Filing: ELOYALTY CORP - Form 4

					(4)			
Common (2)	08/16/2007	P	6,273	A	\$ 12.8801 (4)	1,555,680 (2)	I	Ltd Partnership (YVST) (1)  By Shares Held By Ltd Partnership (SHV) (3)
Common	08/17/2007	P	309	A	\$ 13.4006 (4)	1,539	I	By Shares Held By Ltd Partnership (YVST) (1)
Common (2)	08/17/2007	P	6,273	A	\$ 13.4006 (4)	1,561,953 (2)	I	By Shares Held By Ltd Partnership (SHV) (3)
Common (5)						14,707 (5)	I	By Shares Held By Ltd Partnership (SHAI) (6)
Common (7)						37,265 (7)	I	By Shares Held By Ltd Partnership (SHQP) (8)
Common						22,038	I	By Profit Sharing Plan Trust (9)
Common (10)						82,243 (10)	I	By Trust (Trustee) (11)

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	2. Conversion	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if	4.	5. Transaction Number	6. Date Exercisable and Expiration Date	7. Title and Amount of	8. Price of Derivative	9. Nu Deriv
------------------------	---------------	--------------------------------------	-------------------------------	----	-----------------------	---	------------------------	------------------------	-------------



Edgar Filing: ELOYALTY CORP - Form 4

- (11) Shares held by a trust of which the reporting person is the trustee. The reporting person disclaims beneficial ownership in these shares except as to the reporting person's pecuniary interest in the trust.

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.