

Donahoe John J
Form 4
March 03, 2011

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 *
Donahoe John J

2. Issuer Name and Ticker or Trading Symbol
EBAY INC [EBAY]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
C/O EBAY INC., 2145 HAMILTON AVE

3. Date of Earliest Transaction (Month/Day/Year)
03/01/2011

Director 10% Owner
 Officer (give title below) Other (specify below)
President, CEO & Director

(Street)
SAN JOSE, CA 95125

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

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

(City) (State) (Zip)

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | Code | V | Amount or Price | | |
| Common Stock | 03/01/2011 | | M | | 267,801 A \$ 0 327,975 | D | |
| Common Stock | 03/01/2011 | | A | | 110,018 (1) A \$ 0 437,993 | D | |
| Common Stock | 03/01/2011 | | F | | 150,690 (2) D \$ 32.29 287,303 | D | |

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

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SEC 1474 (9-02)

number.

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 Underlying (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|--|
| | | | | Code | V (A) (D) | Date Exercisable Expiration Date | Title |
| Non-Qualified Stock Option (right to buy) | \$ 32.29 | 03/01/2011 | | A | 354,477 | (3) 03/01/2018 | Common Stock |
| Restricted Stock Units -1 | (4) | 03/01/2011 | | M | 45,000 | (5) (6) | Common Stock |
| Restricted Stock Units -2 | (4) | 03/01/2011 | | M | 97,195 | (7) (6) | Common Stock |
| Restricted Stock Units -4 | (4) | 03/01/2011 | | M | 94,356 | (8) (6) | Common Stock |
| Restricted Stock Units -5 | (4) | 03/01/2011 | | M | 31,250 | (9) (6) | Common Stock |
| Restricted Stock Units -6 | (4) | 03/01/2011 | | A | 88,262 | (10) (6) | Common Stock |
| Non-Qualified Option (right to buy) | \$ 25.85 | | | | | (11) 03/03/2015 | Common Stock |
| Non-Qualified Stock Option (right to buy) | \$ 10.5 | | | | | (12) 03/02/2016 | Common Stock |
| Non-Qualified Stock Option (right to buy) | \$ 23.88 | | | | | (13) 03/01/2017 | Common Stock |
| Non-Qualified Stock Option (right to buy) | \$ 24.93 | | | | | (11) 09/01/2015 | Common Stock |
| Non-Qualified Stock Option (right to buy) | \$ 25.85 | | | | | (14) 03/03/2015 | Common Stock |
| Non-Qualified Stock Option (right to buy) | \$ 31.93 | | | | | (15) 03/01/2014 | Common Stock |
| | \$ 35.5 | | | | | (16) 03/25/2015 | |

Non-Qualified
Stock Option
(right to buy)

Common
Stock

Non-Qualified
Stock Option \$ 39.9
(right to buy)

(17) 03/01/2013

Common
Stock

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|----------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Donahoe John J C/O EBAY INC. 2145 HAMILTON AVE SAN JOSE, CA 95125 | X | | President , CEO & Director | |

Signatures

By: Brian Levey For: John J.
Donahoe 03/03/2011

__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) The reporting person was granted 110,018 shares of common stock as a result of the company's achievement of certain performance criteria for 2009/2010 (the award was originally allocated to the reporting person as performance-based restricted stock units). 50% of the shares vested on the date of grant and the remainder will vest on 3/1/12.
 - (2) Represents shares reacquired to satisfy tax withholding obligations in connection with the vesting of (a) 45,000 shares of restricted stock granted to the Reporting Person on 3/1/07 (b) 97,195 shares of restricted stock granted to the Reporting Person on 3/3/08 (c) 94,356 shares of restricted stock granted to the Reporting Person on 3/2/09 (d) 31,250 shares of restricted stock granted to the Reporting Person on 3/1/10 and (e) 55,009 shares of restricted stock granted to the Reporting Person on 3/1/2011 (see footnote 1).
 - (3) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/11 and 1/48th per month thereafter.
 - (4) Each restricted stock unit represents a contingent right to receive one share of eBay's common stock.
 - (5) The reporting person received restricted stock units of 150,000 shares subject to a five-year vesting schedule, vesting 30% on 3/1/10, vesting an incremental 30% on 3/1/11 and vesting the remaining 40% on 3/1/12.
 - (6) Not Applicable.
 - (7) The reporting person received restricted stock units of 193,423 shares subject to a four-year vesting schedule, vesting 25% on 03/01/09 and 25% annually thereafter.
 - (8) The reporting person received 377,425 restricted stock units subject to a four-year vesting schedule, vesting 25% on 3/1/10 and 25% each year thereafter. Upon vesting, the reporting person will receive a number of shares of common stock equal to the number of restricted stock units that have vested.
 - (9) The reporting person received 125,000 restricted stock units subject to a four-year vesting schedule, vesting 25% on 3/1/11 and 25% each year thereafter. Upon vesting, the reporting person will receive a number of shares of common stock equal to the number of restricted stock units that have vested.
 - (10) The reporting person received 88,262 restricted stock units subject to a four-year vesting schedule, vesting 25% on 3/1/12 and 25% each year thereafter. Upon vesting, the reporting person will receive a number of shares of common stock equal to the number of restricted stock units that have vested.

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- (11) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 09/30/08 and 1/48th per month thereafter.
- (12) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/09 and 1/48th per month thereafter.
- (13) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/10 and 1/48th per month thereafter.
- (14) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/08 and 1/48th per month thereafter.
- (15) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/07 and 1/48th per month thereafter.
- (16) Options become exercisable as to 25% on the one year anniversary date of the grant and 1/48th monthly thereafter.
- (17) The option grant is subject to a five-year vesting schedule, vesting 30% on 3/1/09, vesting an incremental 30% on 3/1/10 and vesting the remaining 40% on 3/1/11.

Remarks:

In addition to the equity grants described above, the compensation committee has approved additional performance-based rest

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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