

# SECURITIES AND EXCHANGE COMMISSION

## FORM 4

Statement of changes in beneficial ownership of securities

Filing Date: **2008-08-29** | Period of Report: **2008-08-27**

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### ISSUER

#### HARRIS INTERACTIVE INC

CIK: **1094238** | IRS No.: **161538028** | State of Incorporation: **DE** | Fiscal Year End: **0630**  
SIC: **8742** Management consulting services

Business Address  
135 CORPORATE WOODS  
ROCHESTER NY 14623-1457  
7162728400

### REPORTING OWNER

#### Bollore Vincent

CIK: **1305899**  
Type: **4** | Act: **34** | File No.: **000-27577** | Film No.: **081049586**

Mailing Address  
TOUR BOLLORE  
31-32 QUAI DE DION BOUTON  
PUTEAUX 10 92800

Business Address  
33 1 46 96 48 97

#### FINANCIERE DE SAINTE-MARINE

CIK: **1419218** | State of Incorporation: **IO** | Fiscal Year End: **1231**  
Type: **4** | Act: **34** | File No.: **000-27577** | Film No.: **081049585**

Mailing Address  
ODET  
ERGUE GABERIC 10 29500

Business Address  
ODET  
ERGUE GABERIC 10 29500  
331 4696 4897

# FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: 02/28/2011  
 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

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

1. Name and Address of Reporting Person <b>Bollore Vincent</b>			2. Issuer Name and Ticker or Trading Symbol <b>HARRIS INTERACTIVE INC [HPOL]</b>			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) <b>08/27/2008</b>					
, 31/32 QUAI DE DION BOUTON			4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing (Check applicable line) <input type="checkbox"/> Form Filed by One Reporting Person <input checked="" type="checkbox"/> Form Filed by More than One Reporting Person		
(Street) <b>PUTEAUX, FR 92800</b>								
(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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock, par value of \$0.001 per share	08/27/2008		P		40,600	A	\$1.55	6,962,420	I	See Footnote (1)

**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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					

#### Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

<a href="#">Bollore Vincent</a> 31/32 QUAI DE DION BOUTON PUTEAUX, FR 92800		X		
<a href="#">FINANCIERE DE SAINTE-MARINE</a> ODET ERGUE GABERIC, FR 29500		X		

**Explanation of Responses:**

1. These shares are owned directly by Financiere de Sainte-Marine ("FdSM"), which is indirectly controlled by Vincent Bollore through his indirect controlling interests in a series of parent companies of FdSM, including Financiere de l'Odet, Bollore S.A., Plantations des Terres Rouges and Compagnie du Cambodge, all French companies, except for Plantations des Terres Rouges, which is a Luxembourg company. Vincent Bollore is the indirect beneficial owner of the reported securities.

**Remarks:**

Attached as Exhibit 99.1 is the joint filer information.

**Signatures**

/s/ Cedric de Bailliencourt, Attorney-in-Fact

\*\* Signature of Reporting Person

08/29/2008

Date

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

\* 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).

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

**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 Number.**

## Joint Filer Information

Name: Financière de Sainte-Marine  
Address: Odet, 29500 Ergué Gaberic, France  
Designated Filer: Vincent Bolloré  
Issuer and Ticker Symbol: Harris Interactive Inc. [HPOL]

Signature: /s/ Cédric de Bailliencourt  
By: Cédric de Bailliencourt, Attorney-in-Fact