

SECURITIES AND EXCHANGE COMMISSION

FORM 4

Statement of changes in beneficial ownership of securities

Filing Date: **2013-01-09** | Period of Report: **2013-01-07**
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REPORTING OWNER

PATRICK JOHN R

CIK: **1224551**

Type: **4** | Act: **34** | File No.: **000-26393** | Film No.: **13520904**

Mailing Address
*117 WHIPSTICK ROAD
RIDGEFIELD CT 06877*

ISSUER

WEBMEDIABRANDS INC.

CIK: **1083712** | IRS No.: **061542480** | State of Incorporation: **DE** | Fiscal Year End: **1231**
SIC: **7389** Business services, nec

Mailing Address
*50 WASHINGTON STREET
9TH FLOOR, STE. 912
NORWALK CT 06854*

Business Address
*50 WASHINGTON STREET
9TH FLOOR, STE. 912
NORWALK CT 06854
203-662-2800*

FORM 4

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

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

OMB APPROVAL	
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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 PATRICK JOHN R			2. Issuer Name and Ticker or Trading Symbol WEBMEDIABRANDS INC. [WEBM]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input 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) 01/07/2013					
50 WASHINGTON STREET, SUITE 912			4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing (Check applicable line) <input checked="" type="checkbox"/> Form Filed by One Reporting Person <input type="checkbox"/> Form Filed by More than One Reporting Person		
(Street)								
NORWALK, CT 06854								
(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	01/07/2013		M		3,581	A	\$1.82	34,349	D	

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						Title
Director Stock Option (right to buy)	\$1.82	01/07/2013		M		2,143		(L)	01/07/2013	Common Stock	2,143	\$0	0	D	
Director Stock Option (right to buy)	\$1.82	01/07/2013		M		714		(L)	02/06/2013	Common Stock	714	\$0	0	D	

Director Stock Option (right to buy)	\$1.82							(1)	07/07/2015	Common Stock	143		143	D
Director Stock Option (right to buy)	\$1.82							(1)	06/07/2016	Common Stock	3,715		3,715	D
Director Stock Option (right to buy)	\$5.6							(2)	09/27/2020	Common Stock	3,714		3,714	D
Director Stock Option (right to buy)	\$6.44							(3)	09/08/2021	Common Stock	3,714		3,714	D
Director Stock Option (right to buy)	\$2.29							(4)	12/04/2022	Common Stock	3,000		3,000	D

Explanation of Responses:

- Options are 100% vested.
- The options were awarded on 09/27/2010 and vest over three years, with one-third vesting on each of the first, second and third anniversaries of the date of grant.
- The options were awarded on 09/08/2011 and vest over three years, with one-third vesting on each of the first, second and third anniversaries of the date of grant.
- Option vests 33.33% ratably over a three year period on 12/05/2013, 12/05/2014 and 12/05/2015.

Signatures

/s/ David P. Creekman, Attorney-in-Fact

** Signature of Reporting Person

01/09/2013

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.

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