

FISERV INC  
Form 4  
August 20, 2013

**FORM 4**

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

OMB APPROVAL

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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 \*  
Hirsch Thomas J

(Last) (First) (Middle)  
255 FISERV DRIVE  
  
(Street)

BROOKFIELD, WI 53045

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
08/16/2013

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)  
EVP;CFO;Treasurer & Asst Sect

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price   |
| Common Stock                    | 08/16/2013                           |  | M                              |   | 3,616   | A  | \$ 38.16  |
|                                 |                                      |  |                                |   |   |  | 41,616 <sup>(1)</sup>                                 |
| Common Stock                    | 08/16/2013                           |  | S                              |   | 3,616   | D  | \$ 99.55  |
|                                 |                                      |  |                                |   |   |  | 38,000 <sup>(2)</sup>                                 |
| Common Stock                    | 08/16/2013                           |  | M                              |   | 3,542   | A  | \$ 41.21  |
|                                 |                                      |  |                                |   |   |  | 41,542  |
| Common Stock                    | 08/16/2013                           |  | S                              |   | 3,542   | D  | \$ 99.55  |
|                                 |                                      |  |                                |   |   |  | 38,000 <sup>(3)</sup>                                 |
|                                 | 08/16/2013                           |  | M                              |   | 12,500  | A  | 50,500  |

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|              |            |  |   |        |       |     |       |        |   |
|--------------|------------|--|---|--------|-------|-----|-------|--------|---|
| Common Stock |            |  |   |        | \$    |     |       |        |   |
|              |            |  |   |        | 44.32 |     |       |        |   |
| Common Stock | 08/16/2013 |  | S | 12,500 | D     | \$  | 99.55 | 38,000 | D |
|              |            |  |   |        |       | (4) |       |        |   |

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

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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 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 Underlying Securities (Instr. 3 and 4) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable Expiration Date                         | Title   |                            |
| Employee Stock Option (right to buy)       | \$ 38.16   | 08/16/2013                           |  | M                              | 3,616<br>(5)  | 02/16/2005 02/16/2015                                    | Common Stock  | 3,616                      |
| Employee Stock Option (right to buy)       | \$ 41.21   | 08/16/2013                           |  | M                              | 3,542<br>(6)  | 02/21/2006 02/21/2016                                    | Common Stock  | 3,542                      |
| Employee Stock Option (right to buy)       | \$ 44.32   | 08/16/2013                           |  | M                              | 12,500<br>(7)   | 05/01/2009 05/01/2016                                    | Common Stock  | 12,500                     |

## Reporting Owners

| Reporting Owner Name / Address | Relationships |           |         |                               |
|--------------------------------|---------------|-----------|---------|-------------------------------|
|                                | Director      | 10% Owner | Officer | Other                         |
|                                |               |           |         | EVP;CFO;Treasurer & Asst Sect |

Hirsch Thomas J  
255 FISERV DRIVE  
BROOKFIELD, WI 53045

## Signatures

/s/ Lynn S. McCreary  
(attorney-in-fact)

08/20/2013

\_\_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) Includes 284 shares acquired under the Fiserv, Inc. Employee Stock Purchase Plan.

This transaction was executed in multiple trades at prices ranging from \$99.34 to \$99.81. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

(2) This transaction was executed in multiple trades at prices ranging from \$99.34 to \$99.78. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

(3) This transaction was executed in multiple trades at prices ranging from \$99.30 to \$99.81. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

(4) The option vested in 5 equal annual installments beginning February 16, 2005 and is due to expire February 16, 2015.

(5) The option vested in 5 equal annual installments beginning February 21, 2006 and is due to expire on February 21, 2016.

(6) The option vested completely on May 1, 2009 and is due to expire May 1, 2016.

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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