

Edgar Filing: KLEVER MARKETING INC - Form 4

KLEVER MARKETING INC  
Form 4  
January 11, 2001

FORM 4

U.S. SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

OMB APPROVAL  
OMB Number:  
Expires:  
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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(f) of the  
Investment Company Act of 1940

-----  
1. Name and Address of Reporting Person\*  
Trout Richard J.  
(Last) (First) (Middle)

Klever Marketing (KLMK)

6. Relationship of Reporting Person(s) to  
(Check all applicable)  
X Director \_\_\_\_\_10% Owner  
  
X Officer (give \_\_\_\_\_Other  
title below) (specify below)  
Interim CFO

-----  
20775 Rosedale Drive  
(Street)  
  
Riverside CA 92508  
(City) (State) (Zip)

3. IRS or Social Security  
Number of Reporting  
Person (Voluntary)  
  
5

4. Statement for  
Month/Year  
  
September 2000

Individual or Joint /  
(Check Applicable Lin  
x Form Filed by  
  
\_\_\_\_\_ Form Filed by

5. If Amendment, Date of  
Original (Month/Year)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

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1. Title of Security  
(Instr. 3)

2. Trans-  
action  
Date  
(Month/  
Day/  
Year)

3. Transac-  
tion  
Code  
(Instr. 8)

4. Securities Acquired (A) or  
Disposed of (D)  
(Instr. 3, 4 and 5)

5. Amount of  
Securities  
Beneficially  
Owned at End  
of Month  
(Instr. 3 an  
4)

-----  
Code V Amount (A) or (D) Price  
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Reminder: Report on a separate line for each class of securities beneficially owned directly or  
 \*If the form is filed by more than one reporting person, see Instruction 4(b)(v).

FORM 4 (continued)

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. Trans- action Date (Month/ Day/ Year)	4. Trans- action 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)	8. Price of Derivative Security (Instr. 5)	9. N of De Se Be Ow at of Mo (I 4)			
			Code	V	(A)	(D)	Date	Expir- ation Date	Title	Amount or Number of Shares	
Stock Option	\$1.91	09-07-00	J(1)		25,000	09-07-00	09-07-02		CommonStock	25,000	(1) 2

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Explanation of Responses:

(1) Granted by issuer's board of directors for no consideration.

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations.

See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

/s/ Richard J. Trout      01/09/01

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\*\* Signature of Reporting Person    Date

Note: File three copies of this Form, one of which must be manually signed.  
If space provided 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.