

Edgar Filing: KLEVER MARKETING INC - Form 4

KLEVER MARKETING INC  
 Form 4  
 February 14, 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)

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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

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 1. Name and Address of Reporting Person\*  
 Mills Michael L.  
 (Last) (First) (Middle)

Klever Marketing (KLMK)

6. Relationship of Reporting Person(s) to  
 (Check all applicable)  
 Director  10% Owner  
 Officer (give title below)  Other (specify below)  
 Interim CFO

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

4. Statement for Month/Year  
 January 2001

Individual or Joint / (Check Applicable Line)  
 Form Filed by  
 Form Filed by

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

19936 Promenade Circle  
 (Street)  
 Riverside CA 92508  
 (City) (State) (Zip)

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

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 and 4)
			Code V	Amount (A) or (D) Price
Common Stock				28,979

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Common Stock 23,182  
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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).  
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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
Class A Preferred Stock, Series 1	\$-0-	1/3/01	P		37,879	1/3/01	n/a		Common Stock par value \$0.01 per share	378,790 \$6.60
Stock Option	\$1.00	1/26/01	A		100,000	1/26/02	1/26/04		Common Stock par value \$0.01 per share	\$1.00

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Explanation of Responses:

Includes (1) 28,979 shares of common stock, par value \$0.01 per share ("Shares") held by Mr. Mills as sole trustee of Mills Family Trust, of which his wife is sole beneficiary, as to all of which Shares Mr. Mills disclaims beneficial ownership; and (2) 37,879 newly acquired shares of Class A Preferred Stock, Series 1 ("Preferred Shares") (convertible into 378,790 Shares) held by Olson Farms, Inc., of which Mr. Mills is president as to all of which Mr. Mills disclaims beneficial ownership. Does not include: (a) 41,177 ("Preferred Shares") (convertible into 411,770 Shares) held by Olson Farms, Inc., of which Mr. Mills is president and as to all of which Mr. Mills disclaims beneficial ownership; (b) 759,765 Shares held by Olson Farms, Inc., of which Mr. Mills is president as to all of which Mr. Mills disclaims beneficial ownership; (c) 150,000 Shares held by The Olson Foundation, of which Mr. Mills is one of four trustees, as to all of which Mr. Mills disclaims beneficial ownership; (e) 311,834 Shares held by Mr. Mills as sole trustee of the Peter Dean Olson Trust, as to all of which Mr. Mills disclaims beneficial ownership; and (f) 620,132 Shares held by the Estate of Peter Dean Olson, of which Mr. Mills is executor, as to all of which Mr. Mills disclaims beneficial interest.

(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/ Michael L. Mills      02/10/01  
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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.