

Edgar Filing: KLEVER MARKETING INC - Form 3

KLEVER MARKETING INC
 Form 3
 February 28, 2001

FORM 3

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

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL
 OMB Number:
 Expires:
 Estimated average burden
 hours per response...0.5

Filed pursuant to Section 16(a) of the Securities and 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

<p>1. Name and Address of Reporting Person</p> <p>Olson Farms, Inc. (Last) (First) (Middle)</p> <p>601 S. Milliken Ave Ste K-100 (Street)</p> <p>Ontario, CA 91761 (City) (State) (Zip)</p>	<p>2. Date of Event Requiring State- ment (Month/Day/Year)</p> <p>(01/03/01)</p> <p>3. IRS Identification Number of Reporting Person, if an entity (Voluntary)</p>	<p>4. Issuer Name and Ticker or Trading Symbol</p> <p>Klever Marketing, Inc., KLMK</p> <p>5. Relationship of Reporting Person to Issuer (Check all applicable)</p> <p>___ Director ___x 10% Owner ___ Officer ___ Other (specify (give title below) below)</p> <p>Interim CFO</p> <p>6. If Amendment, Date of Original (Month/Day/Year)</p> <p>7. Individual or Joint/Group Filing (Check Applicable Line)</p> <p>__X__ Form filed by one Reporting Person ___ Form filed by more than one Reporting Person</p>
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Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, par value \$0.01 per share	759,765	D	

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

(Print or Type Responses)

(Over)
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FORM 3 (continued)

Table II - Derivative Securities Beneficially Owned
(e.g. puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (month/day/year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion of Exercise Price of Derivative Security	5.
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Class A Preferred Stock, Series 1	1/03/01	N/A	Common Stock, par value \$0.01 per share	378,790 37,879
Class A Preferred Stock, Series 1	9/25/00	N/A	Common Stock, par value \$0.01 per share	411,770 41,177

Explanation of Responses: No Securities are beneficially owned by reporting person.

** 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 provided is insufficient, see Instruction 6 for procedure.

/s/ Richard J. Trout 02/23/01
**Signature of Reporting Person Date

(8-96)

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