

Edgar Filing: KLEVER MARKETING INC - Form 3

KLEVER MARKETING INC  
 Form 3  
 March 12, 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>Peter D. Olson Trust (Last) (First) (Middle)</p> <p>601 S. Milliken Ave., Suite K-100 (Stree)</p> <p>Ontario, CA 91761 (City) (State) (Zip)</p>	<p>2. Date of Event Requiring State- ment (Month/Day/Year)</p> <p>(03/26/00)</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)  <input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner  <input type="checkbox"/> Officer <input type="checkbox"/> Other (specify below)                  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><input checked="" type="checkbox"/> Form filed by one Reporting Person  <input type="checkbox"/> 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	28,979	I	By Estate of Peter D.
Common Stock, par value \$0.01 per share	452,132	I	By Estate of Peter D.

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Common Stock, par value \$0.01 per share	311,834	I	By Estate of Peter D.
Common Stock, par value \$0.01 per share	168,000	I	By Estate of Peter D.

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		

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/ Michael L. Mills      03/08/01  
\*\*Signature of Reporting Person      Date

(8-96)

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