

Edgar Filing: KLEVER MARKETING INC - Form 4

KLEVER MARKETING INC  
 Form 4  
 April 13, 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:  
 Estimated average burden  
 hours per response...0.5

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\*  
 Klever Marketing (KLMK)  
 The Olson Foundation  
 (Last) (First) (Middle)  
 6. Relationship of Reporting Person(s) to  
 (Check all applicable)  
 Director  10% Owner  
 Officer (give title below)  Other (specify below)  
 Interim CFO

-----  
 3. IRS or Social Security Number of Reporting Person (Voluntary)  
 601 S. Milliken Ave. Ste K-100  
 (Street)  
 Ontario, CA 91761  
 (City) (State) (Zip)  
 4. Statement for Month/Year  
 March 2001  
 Individual or Joint / (Check Applicable Line)  
 Form Filed b  
 Form Filed b  
 5. If Amendment, Date of Original (Month/Year)  
 02/14/01

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, par value \$0.01 per share				759,765	

Edgar Filing: KLEVER MARKETING INC - Form 4

-----  
Common Stock, par value \$0.01 per share 150,000  
-----  
-----  
-----

-----  
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		
Class A Preferred Stock, Series 1	\$-0-	3/1/01	P		6,061		3/1/01	N/a	Common Stock, par value \$0.01 per share	60,610	\$6.60	6,
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	3
Class A Preferred Stock, Series 1	\$-0-	9/25/00	P		41,177		9/25/00	N/a	Common	411,770	\$17.00	4

Edgar Filing: KLEVER MARKETING INC - Form 4

Stock, Series 1

Stock, par  
value  
\$0.01 per  
share

-----  
-----  
-----  
-----  
-----  
-----  
-----  
-----

Explanation of Responses:

Not included in these shares reported are (i) the shares owned by Estate of Peter Dean Olson (because pecuniary interest without voting or investment power does not provide a basis for including the trust's shares in the Foundation's ownership and the sole beneficiary of the estate has no part of the voting or investment power, even though Michael Mills, president of Olson Farms, Inc., is both executor of the estate and one of four directors of the Foundation, whose Board requires a majority vote, not unanimity); and (ii) the shares owned by the Peter Dean Olson Trust, (because pecuniary interest held by the Foundation as sole beneficiary of the trust without voting or investment power does not provide a basis for including). However, Mr. Mills is sole trustee of the trust and has boting and investment power, but disclaims beneficial ownership.

\*\* 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 4/9/01

-----  
\*\* 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.