

LEVY ANTON J  
Form 4  
November 16, 2011

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

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(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
LEVY ANTON J

2. Issuer Name and Ticker or Trading Symbol  
MERCADOLIBRE INC [MELI]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
11/14/2011

Director  10% Owner  
 Officer (give title below)  Other (specify below)

C/O GENERAL ATLANTIC SERVICE COMPANY,LLC, 3 PICKWICK PLAZA

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

GREENWICH, CT 06830

(City) (State) (Zip)

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

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
			Code	V	Amount	(A) or (D)	Price			
Common Stock	11/14/2011		S		121,777	D	\$ 86.617	0	I	See footnotes (1) (7) (8)
Common Stock	11/14/2011		S		1,578	D	\$ 86.617	0	I	See footnotes (2) (7) (8)
Common Stock	11/14/2011		S		290	D	\$ 86.617	0	I	See footnotes (3) (7) (8)
Common	11/14/2011		S		132	D	\$	0	I	See

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Stock					86.617			footnotes <u>(4)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/14/2011	S	5,301	D	\$ 86.617	0	I	See footnotes <u>(5)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/14/2011	S	1,019	D	\$ 86.617	0	I	See footnotes <u>(6)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/14/2011	S	23,064	D	\$ 86.591	0	I	See footnotes <u>(1)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/14/2011	S	299	D	\$ 86.591	0	I	See footnotes <u>(2)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/14/2011	S	55	D	\$ 86.591	0	I	See footnotes <u>(3)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/14/2011	S	25	D	\$ 86.591	0	I	See footnotes <u>(4)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/14/2011	S	1,004	D	\$ 86.591	0	I	See footnotes <u>(5)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/14/2011	S	192	D	\$ 86.591	0	I	See footnotes <u>(6)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/15/2011	S	46,127	D	\$ 85.16	0	I	See footnotes <u>(1)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/15/2011	S	597	D	\$ 85.16	0	I	See footnotes <u>(2)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/15/2011	S	110	D	\$ 85.16	0	I	See footnotes <u>(3)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/15/2011	S	49	D	\$ 85.16	0	I	See footnotes <u>(4)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/15/2011	S	2,008	D	\$ 85.16	0	I	See footnotes <u>(5)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/15/2011	S	385	D	\$ 85.16	0	I	See footnotes <u>(6)</u> <u>(7)</u> <u>(8)</u>

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Common Stock	11/15/2011	S	23,064	D	\$ 85.523	0	I	See footnotes <u>(1)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/15/2011	S	299	D	\$ 85.523	0	I	See footnotes <u>(2)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/15/2011	S	55	D	\$ 85.523	0	I	See footnotes <u>(3)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/15/2011	S	25	D	\$ 85.523	0	I	See footnotes <u>(4)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/15/2011	S	1,004	D	\$ 85.523	0	I	See footnotes <u>(5)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/15/2011	S	193	D	\$ 85.523	0	I	See footnotes <u>(6)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/16/2011	S	23,061	D	\$ 85.012	0	I	See footnotes <u>(1)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/16/2011	S	299	D	\$ 85.012	0	I	See footnotes <u>(2)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/16/2011	S	55	D	\$ 85.012	0	I	See footnotes <u>(3)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/16/2011	S	25	D	\$ 85.012	0	I	See footnotes <u>(4)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/16/2011	S	1,004	D	\$ 85.012	0	I	See footnotes <u>(5)</u> <u>(7)</u> <u>(8)</u>
Common Stock	11/16/2011	S	193	D	\$ 85.012	0	I	See footnotes <u>(6)</u> <u>(7)</u> <u>(8)</u>

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction 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. Nu Deriv Secur Benef Own Follo Repor Trans (Instr
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Code	V	(A)	(D)	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LEVY ANTON J C/O GENERAL ATLANTIC SERVICE COMPANY,LLC 3 PICKWICK PLAZA GREENWICH, CT 06830	X			

## Signatures

/s/ Anton J.  
Levy

11/16/2011

\*\*Signature of  
Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) By General Atlantic Partners 84, L.P. ("GAP 84"). *See* footnote 7.
- (2) By GapStar, LLC ("GapStar"). *See* footnote 7.
- (3) By GAPCO GmbH & Co. KG ("KG"). *See* footnote 7.
- (4) By GAP Coinvestments CDA, L.P. ("CDA"). *See* footnote 7.
- (5) By GAP Coinvestments III, LLC ("GAPCO III"). *See* footnote 7.
- (6) By GAP Coinvestments IV, LLC ("GAPCO IV"). *See* footnote 7.
- (7) Amount of securities beneficially owned following November 16, 2011 represents 0 shares of common stock owned by GAP 84, 0 shares owned by GapStar, 0 shares owned by GAPCO III, 0 shares owned by GAPCO IV, 0 shares owned by CDA and 0 shares owned by KG.  
General Atlantic LLC ("General Atlantic") is the general partner of General Atlantic GenPar, L.P. ("GenPar") and CDA. GenPar is the general partner of GAP 84. The officers of GapStar and the managing members of GAPCO III and GAPCO IV are managing directors of General Atlantic. GAPCO Management GmbH ("GmbH Management") is the general partner of KG. The managing directors of General Atlantic make voting and investment decisions with respect to the securities held by KG and GmbH Management. Mr. Levy is a managing director of General Atlantic and a managing member of GAPCO III and GAPCO IV. Mr. Levy disclaims beneficial ownership of such shares beneficially owned by them except to the extent of his pecuniary interest therein.

**Remarks:**

This is part one of a two part filing.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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