

FISERV INC  
Form 4  
September 10, 2015

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

OMB APPROVAL

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**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 \*  
GUPTA RAHUL

(Last) (First) (Middle)  
255 FISERV DRIVE  
(Street)

BROOKFIELD, WI 53045

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
FISERV INC [FISV]

3. Date of Earliest Transaction (Month/Day/Year)  
09/08/2015

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Group President

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

**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 or Price		
Common Stock	09/08/2015		M		32,282 A \$ 27.11	121,853 <sup>(1)</sup>	D
Common Stock	09/08/2015		S		32,282 D \$ 86	89,571	D
Common Stock	09/08/2015		M		27,672 A \$ 27.11	117,243	D
Common Stock	09/08/2015		S		27,672 D \$ 86	89,571	D
Common Stock	09/08/2015		M		33,848 A \$ 16.37	123,419	D

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Common Stock      09/08/2015      S      33,848      D      \$ 86      89,571      D

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

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(9-02)

**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. 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)
				Code	V (A) (D)	Date Exercisable      Expiration Date	Title      Amount or Number of Shares
Stock Option (right to buy)	\$ 27.11	09/08/2015		M	32,282	02/27/2011      02/27/2018	Common Stock      32,282
Stock Option (right to buy)	\$ 27.11	09/08/2015		M	27,672	02/27/2009 <sup>(2)</sup> 02/27/2018	Common Stock      27,672
Stock Option (right to buy)	\$ 16.37	09/08/2015		M	33,848	02/26/2010 <sup>(3)</sup> 02/26/2019	Common Stock      33,848

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GUPTA RAHUL 255 FISERV DRIVE BROOKFIELD, WI 53045			Group President	

## Signatures

/s/ Thomas J. Hirsch  
(attorney-in-fact)

09/10/2015

\_\_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) Includes 314 shares acquired under the Fiserv, Inc. Employee Stock Purchase Plan.
- (2) The option vested in three equal installments on February 27, 2009, 2010 and 2011.
- (3) The option vested in three equal installments on February 26, 2010, 2011 and 2012.

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