

CEVA INC
Form 4
July 22, 2016

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 *
Senvest Management, LLC

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
540 MADISON AVENUE, 32ND FLOOR

3. Date of Earliest Transaction (Month/Day/Year)
07/20/2016

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

(Street)
NEW YORK, NY 10022

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

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, \$0.001 par value per share	07/20/2016		S		100	D	\$ 30.02	2,253,491	I	See footnotes (1) (2)
Common Stock, \$0.001 par value per share	07/21/2016		S		20,000	D	\$ 29.7475	2,233,491	I	See footnotes (1) (2)
Common Stock,	07/21/2016		S		51,600	D	\$ 29.5097	2,181,891	I	See footnotes

\$0.001 par value per share									(1) (2)
Common Stock, \$0.001 par value per share	07/22/2016	S	10,000	D	\$ 29.3	2,171,891	I		See footnotes (1) (2)
Common Stock, \$0.001 par value per share	07/22/2016	S	73,400	D	\$ 29.2375	2,098,491	I		See footnotes (1) (2)

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.

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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)	8. Price of Derivative Security (Instr. 5)	9. Nu
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Senvest Management, LLC 540 MADISON AVENUE 32ND FLOOR NEW YORK, NY 10022		X		
		X		

MASHAAL RICHARD R
C/O SENVEST MANAGEMENT, LLC
540 MADISON AVENUE, 32ND FLOOR
NEW YORK, NY 10022

Signatures

/s/ Senvest Management, LLC by /s/ Richard R. Mashaal	07/22/2016
__Signature of Reporting Person	Date
/s/ Richard R. Mashaal	07/22/2016
__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).

These securities are held in the accounts of Senvest Master Fund, L.P. and Senvest Israel Partners Master Fund, LP (the "Senvest Funds") and a certain account managed by Senvest (as hereinafter defined) (the "Managed Account" and collectively with the Senvest Funds, the "Investment Vehicles"). Senvest Management, LLC ("Senvest") serves as investment manager of each of the Investment Vehicles.

- (1) Richard Mashaal is the managing member of Senvest. Senvest may be deemed to have investment and voting control over the securities held by the Investment Vehicles by virtue of Senvest's position as investment manager of each of the Investment Vehicles. Mr. Mashaal may be deemed to have investment and voting control over the securities held by the Investment Vehicles by virtue of Mr. Mashaal's status as the managing member of Senvest.

- (2) For convenience, the Reporting Persons have included all securities held by the Investment Vehicles, including securities in excess of the Reporting Persons' pecuniary interest. Each Reporting Person disclaims beneficial ownership of the securities reported herein except to the extent of his or its pecuniary interest therein. The filing of this statement shall not be deemed to be an admission that, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the Reporting Persons are the beneficial owners of any securities reported herein.

Note: File three copies of this Form, one of which must be manually signed. If space 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.