

Convio, Inc.  
Form SC 13G  
February 25, 2011

**SECURITIES AND EXCHANGE COMMISSION**  
Washington, DC 20549

**SCHEDULE 13G**

**Under the Securities Exchange Act of 1934**  
(Amendment No. )\*

**Convio, Inc.**

(Name of Issuer)

**Common Stock, \$0.001 par value per share**

(Title of Class of Securities)

**21257W 105**

(CUSIP Number)

**December 31, 2010**

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

Edgar Filing: Convio, Inc. - Form SC 13G

CUSIP No. 21257W 105

13G

- |     |   |  |
|-----|---|--|
| 1.  | Names of Reporting Persons<br>Adobe Systems Incorporated  |  |
| 2.  | Check the Appropriate Box if a Member of a Group (See Instructions)                                       |  |
|     | (a) <input type="radio"/>   |  |
|     | (b) <input type="radio"/>   |  |
| 3.  | SEC Use Only  |  |
| 4.  | Citizenship or Place of Organization<br>Delaware, United States of America                                |  |
| 5.  | Sole Voting Power<br>1,185,799 shares of Common Stock (1)   | Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With: |
| 6.  | Shared Voting Power<br>0 shares   |  |
| 7.  | Sole Dispositive Power<br>1,185,799 shares of Common Stock (1)  |  |
| 8.  | Shared Dispositive Power<br>0 shares  |  |
| 9.  | Aggregate Amount Beneficially Owned by Each Reporting Person<br>1,185,799 shares of Common Stock (1)      |  |
| 10. | Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions) <input type="radio"/> |  |
| 11. | Percent of Class Represented by Amount in Row 9<br>6.79% (2)  |  |
| 12. | Type of Reporting Person (See Instructions)<br>CO   |  |

---

(1) The information with respect to the ownership of Common Stock of the Issuer by the persons filing this statement on Schedule 13G is provided as of December 31, 2010.

(2) This percentage is calculated based on 17,451,305 shares of the Issuer's common stock outstanding (as of October 31, 2010), as set forth in the Issuer's Form 10-Q as filed with the Securities and Exchange Commission (SEC) on November 12, 2010.

# Edgar Filing: Convio, Inc. - Form SC 13G

Introductory Note: This statement on Schedule 13G is filed by the Reporting Person in respect of shares of Common Stock, par value \$0.001 per share ( Common Stock ), of Convio, Inc. (the Issuer ).

**Item 1(a).** Name of Issuer:  
Convio, Inc.

**Item 1(b).** Address of Issuer's Principal Executive Offices:  
11501 Domain Drive, Suite 200, Austin, Texas 78758

**Item 2(a).** Name of Person Filing:  
Adobe Systems Incorporated

**Item 2(b).** Address of Principal Business Office or, if none, Residence:  
345 Park Avenue, San Jose, CA 95110

**Item 2(c).** Citizenship:  
Delaware

**Item 2(d).** Title of Class of Securities:  
Common Stock

**Item 2(e).** CUSIP Number:  
21257W 105

**Item 3.** Not applicable.

## **Item 4. Ownership**

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

(a) Amount beneficially owned:

1,185,799 (1)

(b) Percent of class:

6.79% (2)

(c) Number of shares as to which such person has:

(i) Sole power to vote or to direct the vote

(ii) 1,185,799 (1)  
Shared power to vote or to direct the vote

(iii) 0  
Sole power to dispose or to direct the disposition of

(iv) 1,185,799 (1)  
Shared power to dispose or to direct the disposition of

0

---

(1) The information with respect to the ownership of Common Stock of the Issuer by the persons filing this statement on Schedule 13G is provided as of December 31, 2010.

(2) This percentage is calculated based on 17,451,305 shares of the Issuer's common stock outstanding (as of October 31, 2010), as set forth in the Issuer's Form 10-Q as filed with the Securities and Exchange Commission ( SEC ) on November 12, 2010.

## **Item 5. Ownership of 5 Percent or Less of a Class**

Edgar Filing: Convio, Inc. - Form SC 13G

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than 5 percent of the class of securities, check the following .

- Item 6. Ownership of More than 5 Percent on Behalf of Another Person**  
Not applicable.
- Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company or Control Person.**  
Not applicable.
- Item 8. Identification and Classification of Members of the Group**  
Not applicable.
- Item 9. Notice of Dissolution of a Group**  
Not applicable.
- Item 10. Certification**  
Not applicable.

**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: February 24, 2011

**ADOBE SYSTEMS INCORPORATED**

/s/ Stuart Fagin  
Stuart Fagin, Associate General Counsel