

KEYWELL BRADLEY A  
Form 3  
October 01, 2009

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *                           |         | 2. Date of Event Requiring Statement  | 3. Issuer Name and Ticker or Trading Symbol                     |  |
| KEYWELL BRADLEY A   |         | (Month/Day/Year)  | Echo Global Logistics, Inc. [ECHO]                              |  |
| (Last)  | (First) | 10/01/2009  |   |  |
| C/O ECHO GLOBAL LOGISTICS, INC., 600 WEST CHICAGO AVENUE, SUITE 725 |         | 4. Relationship of Reporting Person(s) to Issuer                                |   | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
| (Street)  |         | (Check all applicable)  |   |  |
| CHICAGO, IL 60654   |         | <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner |   | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
| (City)  | (State) | (Zip)   | <input type="checkbox"/> Officer <input type="checkbox"/> Other |  |
|   |         | (give title below) (specify below)  |   | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
|   |         |   |   | <input type="checkbox"/> Form filed by More than One Reporting Person  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|------------------------------------|--|---|--|
| Common Stock                       | 1,855,001  | I   | See Footnote <sup>(1)</sup>                              |

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

SEC 1473 (7-02)

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

| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security | 4. Conversion or Exercise | 5. Ownership Form of | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---|---|--|---------------------------|----------------------|--|
|---|---|--|---------------------------|----------------------|--|

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|                             | Date Exercisable | Expiration Date | (Instr. 4)<br>Title | Amount or Number of Shares | Price of Derivative Security | Derivative Security: Direct (D) or Indirect (I) (Instr. 5) |                  |
|-----------------------------|------------------|-----------------|---------------------|----------------------------|------------------------------|--|------------------|
| Stock Option (right to buy) | Â (2)            | 08/15/2017      | Common Stock        | 37,500                     | \$ 8.1                       | I  | See Footnote (3) |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| KEYWELL BRADLEY A<br>C/O ECHO GLOBAL LOGISTICS, INC.<br>600 WEST CHICAGO AVENUE, SUITE 725<br>CHICAGO, IL 60654 | Â X           | Â         | Â       | Â     |

## Signatures

/s/ Joseph Del Preto, by power of attorney  
10/01/2009

Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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 1,855,001 shares of common stock held by Frog Ventures, LLC. Frog Ventures, LLC is owned by the Keywell Family Trust (20%) and Kimberly Keywell (80%), the wife of Bradley A. Keywell. Mr. Keywell disclaims beneficial ownership of the shares held by Frog Ventures, LLC except to the extent of his pecuniary interest therein.
  - (2) These options vested in annual installments of 12,500 beginning on March 15, 2008.
  - (3) Includes options to purchase 37,500 shares of common stock held by Holden Ventures, LLC, an entity owned and controlled by Mr. Keywell.

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.