

Donahoe John J  
 Form 4  
 October 29, 2010

**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 \*  
 Donahoe John J

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 C/O EBAY INC., 2145 HAMILTON AVE

3. Date of Earliest Transaction (Month/Day/Year)  
 10/27/2010

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

(Street)  
 SAN JOSE, CA 95125

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

(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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                             |
| Common Stock                    | 10/27/2010                           |  | S                              |   | 16,667<br>(1)   | D  | \$<br>29.006<br>(2)               |
|                                 |                                      |  |                                |   | 93,508  | D  |                                   |

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

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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) |              |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title        | Amount or Number of Shares |
| Non-Qualified Option (right to buy)        | \$ 25.85   |                                      |  |                                |   | (3)  | 03/03/2015  | Common Stock | 258,891                    |
| Non-Qualified Stock Option (right to buy)  | \$ 10.5  |                                      |  |                                |   | (4)  | 03/02/2016  | Common Stock | 585,774                    |
| Non-Qualified Stock Option (right to buy)  | \$ 23.88   |                                      |  |                                |   | (5)  | 03/01/2017  | Common Stock | 500,000                    |
| Non-Qualified Stock Option (right to buy)  | \$ 24.93   |                                      |  |                                |   | (3)  | 09/01/2015  | Common Stock | 258,891                    |
| Non-Qualified Stock Option (right to buy)  | \$ 25.85   |                                      |  |                                |   | (6)  | 03/03/2015  | Common Stock | 585,774                    |
| Non-Qualified Stock Option (right to buy)  | \$ 31.93   |                                      |  |                                |   | (7)  | 03/01/2014  | Common Stock | 260,400                    |
| Non-Qualified Stock Option (right to buy)  | \$ 35.5  |                                      |  |                                |   | (8)  | 03/25/2015  | Common Stock | 1,000,000                  |
| Non-Qualified Stock Option (right to buy)  | \$ 39.9  |                                      |  |                                |   | (9)  | 03/01/2013  | Common Stock | 350,000                    |
| Restricted Stock Units -1                  | (10)   |                                      |  |                                |   | (11)   | (12)  | Common Stock | 105,000                    |
| Restricted Stock Units -2                  | (10)   |                                      |  |                                |   | (13)   | (12)  | Common Stock | 194,390                    |
| Restricted Stock Units -4                  | (10)   |                                      |  |                                |   | (14)   | (12)  | Common Stock | 283,060                    |
| Restricted Stock Units -5                  | (10)   |                                      |  |                                |   | (15)   | (12)  | Common Stock | 125,000                    |

# Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                   |       |
|--|---------------|-----------|-------------------|-------|
|  | Director      | 10% Owner | Officer           | Other |
| Donahoe John J<br>C/O EBAY INC.<br>2145 HAMILTON AVE<br>SAN JOSE, CA 95125 | X             |           | President and CEO |       |

# Signatures

John Joseph  
Donahoe  
10/28/2010

\*\*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) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan.
- (2) Represents the weighted average price of shares sold at prices that ranged from \$28.46 to \$29.225.
- (3) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 09/30/08 and 1/48th per month thereafter.
- (4) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/09 and 1/48th per month thereafter.
- (5) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/10 and 1/48th per month thereafter.
- (6) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/08 and 1/48th per month thereafter.
- (7) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/07 and 1/48th per month thereafter.
- (8) Options become exercisable as to 25% on the one year anniversary date of the grant and 1/48th monthly thereafter.
- (9) The option grant is subject to a five-year vesting schedule, vesting 30% on 3/1/09, vesting an incremental 30% on 3/1/10 and vesting the remaining 40% on 3/1/11.
- (10) Each restricted stock unit represents a contingent right to receive one share of eBay's common stock.
- (11) The reporting person received restricted stock units of 150,000 shares subject to a five-year vesting schedule, vesting 30% on 3/1/10, vesting an incremental 30% on 3/1/11 and vesting the remaining 40% on 3/1/12.
- (12) Not Applicable.
- (13) The reporting person received restricted stock units of 388,781 shares subject to a four-year vesting schedule, vesting 25% on 03/01/09 and 25% annually thereafter.  
  
The reporting person received 377,425 restricted stock units subject to a four-year vesting schedule, vesting 25% on 3/1/10 and 25% each year thereafter. Upon vesting, the reporting person will receive a number of shares of common stock equal to the number of restricted stock units that have vested.
- (14) The reporting person received 125,000 restricted stock units subject to a four-year vesting schedule, vesting 25% on 3/1/11 and 25% each year thereafter. Upon vesting, the reporting person will receive a number of shares of common stock equal to the number of restricted stock units that have vested.

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.