

DICE HOLDINGS, INC.
Form 4
September 04, 2014

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 *
MELLAND SCOT W

(Last) (First) (Middle)

C/O DICE HOLDINGS, INC., 1040 AVENUE OF THE AMERICAS, 8TH FLOOR

(Street)

NEW YORK, NY 10018

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
DICE HOLDINGS, INC. [DHX]

3. Date of Earliest Transaction (Month/Day/Year)
09/02/2014

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)

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | Code | V | Amount | (A) or (D) | Price |
| Common Stock | 09/02/2014 | | M | | 25,000 | A | \$ 1.98 |
| Common Stock | 09/02/2014 | | M | | 10,000 | A | \$ 6.08 |
| Common Stock | 09/02/2014 | | S ⁽¹⁾ | | 35,000 | D | \$ 8.3019 |
| Common Stock | 09/03/2014 | | M | | 35,000 | A | \$ 1.98 |
| Common Stock | 09/03/2014 | | M | | 1,400 | A | \$ 6.49 |

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Common
Stock

| | | | | | | | |
|-----------------|------------|-------------------------|--------|---|----------------------------|---------|---|
| Common Stock | 09/03/2014 | <u>S</u> ⁽¹⁾ | 36,400 | D | \$ 8.4349 <u>(3)</u> | 276,489 | D |
| Common Stock | 09/04/2014 | M | 18,600 | A | \$ 6.49 | 295,089 | D |
| Common Stock | 09/04/2014 | <u>S</u> ⁽¹⁾ | 18,600 | D | \$ 8.505 <u>(4)</u> | 276,489 | 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 |
| Employee Stock Option (Right to Buy) | \$ 1.98 | 09/02/2014 | | M | 25,000 | <u>(5)</u> 08/31/2015 | Common Stock 25,000 |
| Employee Stock Option (Right to Buy) | \$ 6.08 | 09/02/2014 | | M | 10,000 | <u>(5)</u> 02/10/2017 | Common Stock 10,000 |
| Employee Stock Option (Right to Buy) | \$ 1.98 | 09/03/2014 | | M | 35,000 | <u>(5)</u> 08/31/2015 | Common Stock 35,000 |
| Employee Stock | \$ 6.49 | 09/03/2014 | | M | 1,400 | <u>(5)</u> 01/31/2017 | Common Stock 1,400 |

Option
(Right to
Buy)

Employee
Stock

| | | | | | | | | |
|-----------------------------|---------|------------|---|--------|-----|------------|-----------------|--------|
| Option (Right to Buy) | \$ 6.49 | 09/04/2014 | M | 18,600 | (5) | 01/31/2017 | Common Stock | 18,600 |
|-----------------------------|---------|------------|---|--------|-----|------------|-----------------|--------|

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| MELLAND SCOT W C/O DICE HOLDINGS, INC., 1040 AVENUE OF THE AMERICAS, 8TH FLOOR NEW YORK, NY 10018 | X | | | |

Signatures

/s/ Scot Melland

09/04/2014

__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) These shares were sold pursuant to a Rule 10b5-1(c) sales plan dated February 23, 2014.

(2) The sale price represents the weighted average sale price for multiple transactions reported on this line. The prices of the transactions ranged from \$8.20 to \$8.48. Upon request of the staff of the Securities and Exchange Commission, Dice Holdings, Inc. (the "Company") or a security holder of the Company, the reporting person will provide full information regarding the number of shares sold at each separate price.

(3) The sale price represents the weighted average sale price for multiple transactions reported on this line. The prices of the transactions ranged from \$8.34 to \$8.50. Upon request of the staff of the Securities and Exchange Commission, the Company or a security holder of the Company, the reporting person will provide full information regarding the number of shares sold at each separate price.

(4) The sale price represents the weighted average sale price for multiple transactions reported on this line. The prices of the transactions ranged from \$8.50 to \$8.53. Upon request of the staff of the Securities and Exchange Commission, the Company or a security holder of the Company, the reporting person will provide full information regarding the number of shares sold at each separate price.

(5) This grant of employee stock options has fully vested and is currently exercisable.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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