

FISERV INC  
Form 4  
September 10, 2015

**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 \*  
GUPTA RAHUL

(Last) (First) (Middle)  
255 FISERV DRIVE  
(Street)

BROOKFIELD, WI 53045

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
09/08/2015

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)  
Group President

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 or Price   |  |   |
| Common Stock                    | 09/08/2015                           |  | M                              |   | 32,282 A \$ 27.11   | 121,853 <sup>(1)</sup>                                   | D   |
| Common Stock                    | 09/08/2015                           |  | S                              |   | 32,282 D \$ 86  | 89,571   | D   |
| Common Stock                    | 09/08/2015                           |  | M                              |   | 27,672 A \$ 27.11   | 117,243  | D   |
| Common Stock                    | 09/08/2015                           |  | S                              |   | 27,672 D \$ 86  | 89,571   | D   |
| Common Stock                    | 09/08/2015                           |  | M                              |   | 33,848 A \$ 16.37   | 123,419  | D   |

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Common Stock      09/08/2015      S      33,848      D      \$ 86      89,571      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                         |
| Stock Option (right to buy)                | \$ 27.11   | 09/08/2015                           |  | M                              | 32,282  | 02/27/2011      02/27/2018                               | Common Stock      32,282                                      |
| Stock Option (right to buy)                | \$ 27.11   | 09/08/2015                           |  | M                              | 27,672  | 02/27/2009 <sup>(2)</sup> 02/27/2018                     | Common Stock      27,672                                      |
| Stock Option (right to buy)                | \$ 16.37   | 09/08/2015                           |  | M                              | 33,848  | 02/26/2010 <sup>(3)</sup> 02/26/2019                     | Common Stock      33,848                                      |

## Reporting Owners

| Reporting Owner Name / Address                          | Relationships |           |                 |       |
|---|---------------|-----------|-----------------|-------|
|   | Director      | 10% Owner | Officer         | Other |
| GUPTA RAHUL<br>255 FISERV DRIVE<br>BROOKFIELD, WI 53045 |               |           | Group President |       |

## Signatures

/s/ Thomas J. Hirsch  
(attorney-in-fact)

09/10/2015

\_\_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) Includes 314 shares acquired under the Fiserv, Inc. Employee Stock Purchase Plan.
- (2) The option vested in three equal installments on February 27, 2009, 2010 and 2011.
- (3) The option vested in three equal installments on February 26, 2010, 2011 and 2012.

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.