**CEVA INC** Form 4 May 05, 2016

# FORM 4

#### **OMB APPROVAL**

### UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB 3235-0287

Check this box if no longer subject to Section 16.

Number:

Expires:

January 31, 2005

Form 4 or Form 5

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES** 

Estimated average burden hours per response... 0.5

obligations may continue. See Instruction

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person \* Senvest Management, LLC

2. Issuer Name and Ticker or Trading Symbol

5. Relationship of Reporting Person(s) to Issuer

CEVA INC [CEVA]

(Check all applicable)

(Last)

(First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year)

Director \_X\_\_ 10% Owner \_\_ Other (specify Officer (give title

540 MADISON AVENUE, 32ND

(Street)

**FLOOR** 

05/03/2016

4. If Amendment, Date Original

6. Individual or Joint/Group Filing(Check

Applicable Line)

Filed(Month/Day/Year) Form filed by One Reporting Person X Form filed by More than One Reporting

below)

NEW YORK, NY 10022

(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. Transactio Code (Instr. 8)	4. Securit our Dispos (Instr. 3, 4	ed of (	` ′	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)	
Common Stock, \$0.001 par value per share	05/03/2016		S	10,000	D	\$ 26.7181	2,689,222	I	See footnotes (1) (2)	
Common Stock, \$0.001 par value per share	05/03/2016		S	80,000	D	\$ 26.6492	2,609,222	I	See footnotes (1) (2)	
Common Stock,	05/04/2016		S	14,400	D	\$ 26.5	2,594,822	I	See footnotes	

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\$0.001 par value per share								<u>(1)</u> <u>(2)</u>
Common Stock, \$0.001 par 05/04 value per share	/2016	S	1,208	D	\$ 26.3303	2,593,614	I	See footnotes (1) (2)
Common Stock, \$0.001 par 05/04 value per share	/2016	S	60,000	D	\$ 26.5667	2,533,614	I	See footnotes (1) (2)
Common Stock, \$0.001 par 05/05 value per share	/2016	S	2,700	D	\$ 26.14	2,530,914	I	See footnotes (1) (2)
Common Stock, \$0.001 par 05/05 value per share	/2016	S	9,000	D	\$ 26.005	2,521,914	I	See footnotes (1) (2)

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474 (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. Transac Code (Instr. 8	of Deri Secu Acq (A) Disp of (I (Inst	nber ivative urities uired or oosed		ate	Amor Unde Secur	le and unt of rlying rities . 3 and 4)	8. Price of Derivative Security (Instr. 5)
				Code	V (A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	

9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr

### **Reporting Owners**

Reporting Owner Name / Address	Relationships					
Reporting Owner Funite / Futuress	Director	10% Owner	Officer	Other		
Senvest Management, LLC 540 MADISON AVENUE 32ND FLOOR NEW YORK, NY 10022		X				
MASHAAL RICHARD R C/O SENVEST MANAGEMENT, L.L.C. 540 MADISON AVENUE, 32ND FLOOR NEW YORK, NY 10022		X				
Signatures						
/s/ Senvest Management, LLC by /s/ Richard R. Mashaal		05/05/2016				
**Signature of Reporting Person			Date			
/s/ Richard R. Mashaal		05/05/2016				
**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).
  - These securities are held in the accounts of Senvest Master Fund, L.P. and Senvest Israel Partners Master Fund, LP (the "Senvest Funds") and a certain account managed by Senvest (as hereinafter defined) (the "Managed Account" and collectively with the Senvest Funds, the "Investment Vehicles"). Senvest Management, LLC ("Senvest") serves as investment manager of each of the Investment Vehicles.
- (1) Richard Mashaal is the managing member of Senvest. Senvest may be deemed to have investment and voting control over the securities held by the Investment Vehicles by virtue of Senvest's position as investment manager of each of the Investment Vehicles. Mr. Mashaal may be deemed to have investment and voting control over the securities held by the Investment Vehicles by virtue of Mr. Mashaal's status as the managing member of Senvest.
  - For convenience, the Reporting Persons have included all securities held by the Investment Vehicles, including securities in excess of the Reporting Persons' pecuniary interest. Each Reporting Person disclaims beneficial ownership of the securities reported herein except to
- (2) the extent of his or its pecuniary interest therein. The filing of this statement shall not be deemed to be an admission that, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the Reporting Persons are the beneficial owners of any securities reported herein.

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.

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