

IZEA, Inc.

Form 3

March 02, 2016

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 *

HITCHCOCK LEANN C

(Last) (First) (Middle)

480 NORTH ORLANDO
AVENUE, SUITE 200

(Street)

WINTER PARK, FL 32789

(City) (State) (Zip)

2. Date of Event Requiring
Statement

(Month/Day/Year)

02/26/2016

3. Issuer Name and Ticker or Trading Symbol
IZEA, Inc. [IZEA]4. Relationship of Reporting
Person(s) to Issuer5. If Amendment, Date Original
Filed (Month/Day/Year)

(Check all applicable)

____ Director _____ 10% Owner
☒ Officer _____ Other
 (give title below) (specify below)
 Chief Financial Officer

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 Beneficially Owned1. Title of Security
(Instr. 4)2. Amount of Securities
Beneficially Owned
(Instr. 4)3. Ownership
Form:
Direct (D)
or Indirect
(I)
(Instr. 5)4. Nature of Indirect Beneficial
Ownership
(Instr. 5)

Common Stock

1,277

D A

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

SEC 1473 (7-02)

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

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)1. Title of Derivative Security
(Instr. 4)2. Date Exercisable and
Expiration Date
(Month/Day/Year)3. Title and Amount of
Securities Underlying
Derivative Security
(Instr. 4)
Title4. Conversion
or Exercise
Price of
Derivative
Security5. Ownership
Form of
Derivative
Security:
Direct (D)6. Nature of Indirect
Beneficial Ownership
(Instr. 5)

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| | Date Exercisable | Expiration Date | | Amount or Number of Shares | | or Indirect (I) (Instr. 5) | |
|-----------------------|---------------------|--------------------|-----------------|----------------------------------|--------|----------------------------------|---|
| Option (Right to Buy) | Â <u>(1)</u> | 06/08/2017 | Common Stock | 125 | \$ 72 | D | Â |
| Option (Right to Buy) | Â <u>(2)</u> | 03/01/2023 | Common Stock | 125 | \$ 5 | D | Â |
| Option (Right to Buy) | Â <u>(3)</u> | 05/20/2019 | Common Stock | 5,000 | \$ 5.4 | D | Â |
| Option (Right to Buy) | Â <u>(4)</u> | 08/25/2019 | Common Stock | 20,000 | \$ 8 | D | Â |
| Option (Right to Buy) | Â <u>(5)</u> | 12/01/2025 | Common Stock | 10,000 | \$ 8 | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|-------------------------------------------------------------------------------------|---------------|-----------|---------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| HITCHCOCK LEANN C 480 NORTH ORLANDO AVENUE SUITE 200 WINTER PARK, FL 32789 | Â | Â | Â Chief Financial Officer | Â |

Signatures

/s/ LeAnn C.
Hitchcock

03/02/2016

__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) These options to purchase shares were issued under the Issuer's May 2011 Equity Incentive Plan (the "Plan") and vested 25% on June 8, 2013, and then in 36 equal installments monthly over the following 36 months. The number of shares and exercise price reflect the 1-for-40 reverse stock split that was effected on July 31, 2012 and the 1-for-20 reverse stock split that was effected on January 11, 2016.

(2) These options to purchase shares were issued on March 1, 2013 under the Plan and fully vested on March 1, 2014. The number of shares and exercise price reflect the 1-for-20 reverse stock split that was effected on January 11, 2016.

(3) These options to purchase shares were issued under the Plan and vest in 60 equal installments monthly over the 60 months following the grant date, May 20, 2013. The number of shares and exercise price reflect the 1-for-20 reverse stock split that was effected on January 11, 2016.

(4) These options to purchase shares were issued under the Plan and vested 25% on August 25, 2015, and then in 36 equal installments monthly over the following 36 months. The number of shares and exercise price reflect the 1-for-20 reverse stock split that was effected on January 11, 2016.

(5) These options to purchase shares were issued under the Plan and vest in 48 equal installments monthly over the 48 months following the grant date, December 1, 2015. The number of shares and exercise price reflect the 1-for-20 reverse stock split that was effected on January 11, 2016.

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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