

LIVEWORLD INC

Form 3

July 16, 2007

FORM 3**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

OMB
Number: 3235-0104Expires: January 31,
2005Estimated average
burden hours per
response... 0.5**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 *J. Walter Thompson U.S.A.,
Inc.

(Last) (First) (Middle)

466 LEXINGTON AVENUE, A

(Street)

NEW YORK, A NY A 10017

(City) (State) (Zip)

2. Date of Event Requiring
Statement(Month/Day/Year)
07/16/20073. Issuer Name and Ticker or Trading Symbol
LIVEWORLD INC [LVWD.PK]4. Relationship of Reporting
Person(s) to Issuer

(Check all applicable)

____ Director X 10% Owner
____ Officer ____ Other
(give title below) (specify below)

5. If Amendment, Date Original
Filed(Month/Day/Year)

6. Individual or Joint/Group

Filing(Check Applicable Line)
____ Form filed by One Reporting
Person
 X 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, \$0.001 per share

4,625,666

I

See Footnote ⁽¹⁾

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)

Title

4. Conversion
or Exercise
Price of
Derivative
Security5. Ownership
Form of
Derivative
Security:
Direct (D)6. Nature of Indirect
Beneficial Ownership
(Instr. 5)

Date Exercisable	Expiration Date	Amount or Number of Shares	or Indirect (I) (Instr. 5)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
J.Walter Thompson U.S.A., Inc. 466 LEXINGTON AVENUE NEW YORK, NY 10017	^	^ X	^	^
J.Walter Thompson CO 466 LEXINGTON AVENUE NEW YORK, NY 10017	^	^ X	^	^
WPP Group Holdings Corp. 125 PARK AVENUE 4TH FLOOR NEW YORK, NY 10017	^	^ X	^	^
WPP Group USA, Inc. 125 PARK AVENUE 4TH FLOOR NEW YORK, NY 10017	^	^ X	^	^
WPPIH 2001, Inc. 125 PARK AVENUE NEW YORK, NY 10017	^	^ X	^	^
Cygnnet Holdings Inc. 125 PARK AVENUE 4TH FLOOR NEW YORK, NY 10017	^	^ X	^	^
YOUNG & RUBICAM INC. 285 MADISON AVENUE NEW YORK, NY 10017	^	^ X	^	^
York Merger Square 2004 Corp. 125 PARK AVENUE 4TH FLOOR NEW YORK, NY 10017	^	^ X	^	^
WPP Group US Investments, Inc. 125 PARK AVENUE 4TH FLOOR NEW YORK, NY 10017	^	^ X	^	^
WPP US Investments BV WILHELMINAPLEIN 10 DE ROTTERDAM, P 7 3072	^	^ X	^	^

Signatures

/s/ Thomas O. Neuman - Assistant Treasurer	07/16/2007
__Signature of Reporting Person	Date
/s/ Thomas O. Neuman - Assistant Treasurer	07/16/2007
__Signature of Reporting Person	Date
/s/ Thomas O. Neuman - Vice President - Taxes	07/16/2007
__Signature of Reporting Person	Date
/s/ Kevin Farewell - Assistant Treasurer, Vice President and Senior Tax Counsel	07/16/2007
__Signature of Reporting Person	Date
/s/ Kevin Farewell - Secretary	07/16/2007
__Signature of Reporting Person	Date
/s/ Kevin Farewell - Secretary	07/16/2007
__Signature of Reporting Person	Date
/s/ Kevin Farewell - Vice-President Senior Tax Counsel	07/16/2007
__Signature of Reporting Person	Date
/s/ Kevin Farewell - Secretary	07/16/2007
__Signature of Reporting Person	Date
/s/ Kevin Farewell - Vice President, Senior Tax Counsel	07/16/2007
__Signature of Reporting Person	Date
/s/ Astrid van Heulen - Mulder - Managing Director	07/16/2007
__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) As of the date of this filing, J. Walter Thompson U.S.A., Inc. beneficially owns an aggregate of 4,625,666 shares of common stock of the Issuer (the "Shares"), including 2,625,666 shares of common stock and 2,000,000 shares of common stock issuable upon the exercise of warrants. Each of the other reporting persons on this Form 3 is a direct or indirect parent of J. Walter Thompson U.S.A., Inc. and may therefore be deemed to beneficially own the Shares.

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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