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HEALTHEQUITY INC

Form 3

August 07, 2014

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, response... 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 *

Jensen Frode

(Last) (First)

(Middle)

(Month/Day/Year)

08/05/2014

2. Date of Event Requiring 3. Issuer Name and Ticker or Trading Symbol

HEALTHEOUITY INC [HOY]

C/O HEALTHEQUITY,

INC., 15 W. SCENIC POINTE

DR., STE. 100

(Street)

Statement

4. Relationship of Reporting

Person(s) to Issuer

5. If Amendment, Date Original

Filed(Month/Day/Year)

(Check all applicable)

Director

10% Owner

_X__ Officer Other (give title below) (specify below) Executive VP, GC & Corp. Secy. 6. Individual or Joint/Group

Filing(Check Applicable Line) _X_ Form filed by One Reporting

Person

Form filed by More than One

Reporting Person

DRAPER. UTÂ 84020

(City) (State) (Zip)

1. Title of Security (Instr. 4)

Table I - Non-Derivative Securities Beneficially Owned

2. Amount of Securities Beneficially Owned

(Instr. 4)

3. Ownership 4. Nature of Indirect Beneficial

Ownership (Instr. 5) Form:

Direct (D) or Indirect (I)

(Instr. 5)

Reminder: Report on a separate line for each class of securities beneficially

owned directly or indirectly.

SEC 1473 (7-02)

4.

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.

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**

5. Conversion

Ownership Form of or Exercise Derivative

6. Nature of Indirect Beneficial Ownership (Instr. 5)

(Instr. 4)

Expiration Date Exercisable Date

Title

Amount or Number of Derivative Security

Price of

Security: Direct (D)

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Shares or Indirect (I) (Instr. 5) 07/30/2024 Common Stock Option (right to (1) Â 100,000 \$ 14 D

Reporting Owners

Relationships Reporting Owner Name / Address Director 10% Owner Officer Other Jensen Frode C/O HEALTHEQUITY, INC. Â Â Executive VP, GC & Corp. Secy. 15 W. SCENIC POINTE DR., STE. 100 DRAPER, UTÂ 84020

Signatures

buy)

/s/ Frode Jensen 08/06/2014 **Signature of Date Reporting Person

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) The option becomes exercisable in four equal annual installments on June 30, 2015, 2016, 2017, and 2018.

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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