FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| OMB APPROVAL | | | | | | | | | |
|--------------------------|-----------|--|--|--|--|--|--|--|--|
| OMB Number: | 3235-0287 | | | | | | | | |
| Estimated average burden | | | | | | | | | |

0.5

hours per response:

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| 1. Name and Address of Reporting Person* <u>Gottesman Patricia A.</u> | | | | 2. Issuer Name and Ticker or Trading Symbol COMSCORE, INC. [SCOR] | | | | | | | (Ch | eck all ap | nip of Reportin oplicable) ector | g Person(s) to Is | | | | |
|--|---|--|---|--|-------------------------------|------|-----|----------|---|-------------|--------------------|---|---|---|--|--|---|--|
| (Last) (First) (Middle) C/O COMSCORE, INC. | | | | 3. Date of Earliest Transaction (Month/Day/Year) 01/29/2016 | | | | | | | | | Offi belo | cer (give title ow) | Other below) | (specify) | | |
| 11950 DEMOCRACY DRIVE, 6TH FLOOR | | | | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | | | 6. Individual or Joint/Group Filing (Check Applicable | | | | | | |
| (Street) RESTON | I VA | 1 2 | 0190 | | | | | | | | | | | Line | X For | , | e Reporting Pers | |
| (City) | (St | ate) (2 | Zip) | | | | | | | | | | | | | | | |
| Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned | | | | | | | | | | | | | | | | | | |
| 1. Title of Security (Instr. 3) 2. Transac Date (Month/Da | | | | Execution Date, | | | | | es Acquired (A) or Of (D) (Instr. 3, 4 and | | Secu | nount of rities ficially ed Following | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership | | | | |
| | | | | | | Code | v | Amount | (| A) or D) | Price | Trans | saction(s) r. 3 and 4) | | (Instr. 4) | | | |
| Common Stock 01/29/2 | | | | 2016 | | A | | 1,623(1) | | A | \$38.5 | 3 | 8,105 | D | | | | |
| 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. Deeme Execution if any (Month/Da | Date, | 4. Transa Code (I B) | | of | | 6. Date Exercisa Expiration Date (Month/Day/Yea | | e | 7. Title and Amount of Securities Underlying Derivative Security (Instr. and 4) | | str. 3 | . Price of erivative ecurity nstr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction((Instr. 4) | Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
| | | | | | Code | v | (A) | (D) | Date Exercis | able | Expiration Date | Title | Nun | nber res | | | | |

Explanation of Responses:

1. The grant of Restricted Stock is made pursuant to the Company's Director Compensation Policy and will become fully vested at the earlier of the Company's 2016 annual meeting or July 21, 2016.

Remarks:

/s/ Christiana Lin, Attorney-in-Fact 02/02/2016

** Signature of Reporting Person Date

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

- * 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.