SEC Form 4	
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FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

OMB APP	ROVAL
OMB Number:	3235-0287
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l	Estimated average burden		
	hours per response:		0.5

			2. Issuer Name and Ticker or Trading Symbol <u>Lifevantage Corp</u> [LFVN]		5. Relationship of Reporting Person(s) to Issuer (Check all applicable)						
	<u>Ianovich Dave</u>			X	Director	10% Owner					
(Last) (First) (Middle) 9815 S. MONROE STREET SUITE 100		(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 11/14/2012		Officer (give title below)	Other (specify below)					
			4. If Amendment, Date of Original Filed (Month/Day/Year)		6. Individual or Joint/Group Filing (Check Line)						
(Street)				X	Form filed by One Re	eporting Person					
SANDY	UT	84070	_		Form filed by More th Person	an One Reporting					
(City)	(State)	(Zip)									
	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned										

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)			4. Securities Disposed Of 5)			5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	v	Amount	(A) or (D) Price		Transaction(s) (Instr. 3 and 4)		(instr. 4)
Common Stock ⁽¹⁾	11/14/2012		A		25,000	A	\$ <mark>0</mark>	35,000	D	
Common Stock								305,537	D ⁽²⁾	
Common Stock								240,000	Ι	By Spouse
Common Stock								40,000	I	Beneficiary of 401(k) Account

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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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. Transa Code (8)		of		6. Date Exerc Expiration Da (Month/Day/)	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	Ownership Form:	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Explanation of Responses:

1. These shares were acquired pursuant to a restricted stock award granted November 14, 2012, which vests in full in a single vesting increment on the date of the Company's next annual meeting of shareholders, subject to continued service with the Company.

2. Joint with spouse.

/s/ Rob Cutler, Attorney-in-Fact

11/16/2012

Date

** Signature of Reporting Person

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.