| SEC I | Form 4 |
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| | FORM | 4 | UNITED | STAT | TES S | ECURITIE | | | | | NGE | E CO | | SSION | | | | |
|---|----------|-----------------|--|---------------------------------|--|--------------------------------|-------|---------|---|--|-----------------|---|------------------------------|--|-------------|---|---|---|
| | | | | | Washington, D.C. 20549 | | | | | | | | | | | OMB APPROVAL | | |
| Section 16. Form 4 or Form 5 obligations may continue. See | | | | | NT OF CHANGES IN BENEFICIAL OWNE | | | | | | | | | HIP | Estim | Numbe ated av per res | erage burder | 3235-0287 n 0.5 |
| | | | | 1 1100 | | tion 30(h) of the | | | | | | | - | | | | | |
| 1. Name and Address of Reporting Person [*] Lu C. Mike | | | | | 2. Issuer Name and Ticker or Trading Symbol <u>Lifevantage Corp</u> [LFVN] | | | | | | | | | elationship c eck all applic X Directo | able) | g Pers | on(s) to Issu 10% Ov | |
| | . BERNAR | irst) DO CT. | (Middle) | | 3. Date of Earliest Transaction (Month/Day/Year) 01/20/2011 | | | | | | | | | Officer below) | (give title | e title Other below | | specify |
| SUITE 3 | 01 | | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | | | | 6. Individual or Joint/Group Filing (Check Applicable Line) | | | | | | |
| (Street) SAN DII | EGO C | A | | | | | | | | | | X Form filed by One Reporting Person Form filed by More than One Reporting Person | | | | | | |
| (City) | (S | itate) | (Zip) | | | | | | | | | | | | | | | |
| | | Та | ble I - Non- | -Deriva | tive Se | ecurities Ac | cqui | ired, D | isp | osed o | of, or | Bene | ficially | y Owned | | | | |
| Date | | | | 2. Transac Date (Month/Da | Execution Date, | | , · | | | 4. Securities Acquired (A) Disposed Of (D) (Instr. 3, 4 | | | | | | Form: Direct (D) or Indirect | | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
| | | | | | | | | | , | Amount | nt (A) or (D) P | | Price | Transaction(s) (Instr. 3 and 4) | | | | (11311.4) |
| | | | | | | curities Acq ls, warrants | | | | | | | | Owned | | | · · · | |
| 1. Title of Derivative 2. 3. Transaction Date 3A. Deemed Execution Date Security (Instr. 3) or Exercise Price of (Month/Day/Year) if any (Month/Day/Year) | | | Cod | nsaction le (Instr. | 5. Number of Derivative Securities Acquired (A) | erivative Exp ecurities (Mo | | | Date Exercisable and opiration Date lonth/Day/Year) | | | mount | Derivative de Security Se | | | 10. Ownership Form: Direct (D) | 11. Nature of Indirec Beneficia Ownershi | |

| 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) | | 5. Number Derivative Securities Acquired or Dispo of (D) (In 3, 4 and | ve es I (A) sed str. | 6. Date Exerc Expiration Da (Month/Day/Y | ate | 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 | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---|---|--|---|------------------------------|---|---|----------------------------------|--|--------------------|---|-------------------------------------|---|--|--|--|
| | | | | Code | v | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | Transaction(s) (Instr. 4) | | |
| Stock Option (Right to Buy) | \$0.8 | 01/20/2011 | | A | | 120,000 | | (1) | 01/20/2021 | Common Stock | 120,000 | \$0 | 120,000 | D | |

Explanation of Responses:

1. This option vests and becomes exercisable in full on the date of grant.

/s/ C. Mike Lu

01/20/2011

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.