

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

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

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>Robinson Douglas C.</u>  (Last) (First) (Middle) <u>11545 W. BERNARDO CT.</u> <u>SUITE 301</u>  (Street) <u>SAN DIEGO CA 92127</u>  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Lifevantage Corp [ LFN ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>President &amp; CEO</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>03/15/2011</u>	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

**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)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	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			

**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. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		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)	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
Stock Option (Right to Buy)	\$0.75	03/15/2011		A		610,000		(1)	03/14/2021	Common Stock	610,000	\$0	610,000	D	
Stock Option (Right to Buy)	\$1.2	03/15/2011		A		500,000		(2)	03/14/2021	Common Stock	500,000	\$0	500,000	D	
Stock Option (Right to Buy)	\$1.75	03/15/2011		A		500,000		(3)	03/14/2021	Common Stock	500,000	\$0	500,000	D	
Stock Option (Right to Buy)	\$0.8	03/15/2011		D			80,000	(4)	01/20/2021	Common Stock	80,000	\$0	40,000	D	

**Explanation of Responses:**

- This option vests on the date of grant with respect to 110,000 shares of common stock and becomes exercisable with respect to 500,000 shares of common stock as of June 30, 2012, only if Mr. Robinson has continuously rendered service to the Company through the applicable vesting date.
- This option fully vests and becomes exercisable as of June 30, 2013 only if Mr. Robinson has continuously rendered service to the Company through the applicable vesting date.
- This option fully vests and becomes exercisable as of June 30, 2014 only if Mr. Robinson has continuously rendered service to the Company through the applicable vesting date.
- In connection with the commencement of his employment as the Company's President and Chief Executive Officer on 3/15/2011, Mr. Robinson agreed to the cancellation and forfeiture of 80,000 unvested shares of common stock underlying the option to purchase 120,000 shares of common stock which was granted to him on 1/20/2011 in his capacity as a non-employee director of the Company.

/s/ Doug Robinson 03/15/2011  
 \*\* 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.

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