FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

TATEMENT O	F CHANGES	IN BENEFICIAL	OWNERSHIP

OMB APPRO	JVAL
OMB Number:	3235-0287
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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* KAUFMAN VICTOR				suer Name and Tid FERACTIVE		_	,		5. Relationship of Reporting Person(s) to Issuer (Check all applicable)									
KAUFI	<u>MAN V</u>	<u>IC</u>	<u>IUR</u>			1	LIUIGIIVI	<u> </u>	<u>.</u>	1101]			X Direct	or	10% C	wner		
(Last) (First) (Middle)						Date of Earliest Transaction (Month/Day/Year)						X Office below	r (give title)	Other below)	(specify			
152 W. 57TH ST						11/2	11/24/2003							Vice Chairman				
(Street)						4. If a	Amendment, Date	of Origin	al File	ed (Month/Da	ay/Year)	6. Ir		Joint/Group	Filing (Check A	pplicable		
NEW YO	ORK	NY		10019									X Form	Form filed by One Reporting Person				
(City)		(Stat	te)	(Zip)		-							Form Perso		e than One Rep	orting		
			Tab	le I - No	on-Deri	vative	Securities Ac	quire	l, Di	sposed o	f, or Be	neficial	y Owne	d				
		2. Transaction Date (Month/Day/Year)		2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transa Code (8)		4. Securitie Disposed C		Securit Benefic Owned	5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership						
								Code	v	Amount	(A) or (D)	Price	Transa (Instr. 3	ction(s)		(Instr. 4)		
Common	Stock				11/24/	2003		M		7,500	A	\$18.62	5 22	2,500	D			
Common	Stock				11/24/	2003		S ⁽¹⁾		7,500	D	\$32.145	52 15	5,000	D			
Common	Stock				11/25/	2003		M		5,000	A	\$18.62	5 20	0,000	D			
Common	Stock				11/25/	2003		S ⁽¹⁾		2,500	D	\$32.4	17	7,500	D			
Common	Stock			11/25/20				S ⁽¹⁾		2,500	D	\$32.7	15	5,000	D			
	Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)																	
1. Title of Derivative	2. Conversion		3. Transaction Date	3A. Deer Execution		4. Transac	5. Number 6. Date Exercisable and Expiration Date				7. Title an Amount o		8. Price of Derivative	9. Number derivative		11. Nature of Indirect		

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) Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exerc Expiration Da (Month/Day/\)	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 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	Amount or Number of Shares				
Stock Option (Right to Buy)	\$18.625	11/24/2003		M			7,500	12/18/2001	12/18/2010	Common Stock	7,500	\$0	740,000	D	
Stock Option (Right to Buy)	\$18.625	11/25/2003		М			5,000	12/18/2001	12/18/2010	Common Stock	5,000	\$0	735,000	D	

Explanation of Responses:

1. This sale was effected pursuant to the terms of a 10b5-1 sales plan adopted by the reporting person on November 20, 2003.

Joanne Hawkins as Attorneyin-Fact for Victor Kaufman

11/26/2003

** 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.