

OMB APPROVAL	
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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

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

1. Name and Address of Reporting Person * <u>GUPTA RAHUL</u> (Last) (First) (Middle) <u>255 FISERV DRIVE</u> (Street) <u>BROOKFIELD WI 53045</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>FISERV INC [FISV]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner Officer (give title below) Other (specify below) X <u>EVP, Group President</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>02/19/2014</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			
Common Stock	02/19/2014		A		6,144 ⁽¹⁾	A	\$0	97,159 ⁽²⁾⁽³⁾	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. 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					
Stock Option (right to buy)	\$56.97	02/19/2014		A		18,646		02/19/2015 ⁽⁴⁾	02/19/2024	Common Stock 18,646	\$0	18,646	D	
Stock Option (right to buy)	\$40.35 ⁽³⁾							02/20/2014 ⁽⁴⁾	02/20/2023	Common Stock 27,860 ⁽³⁾		27,860	D	
Stock Option (right to buy)	\$32.64 ⁽³⁾							02/22/2013 ⁽⁴⁾	02/22/2022	Common Stock 25,528 ⁽³⁾		25,528	D	
Stock Option (right to buy)	\$30.86 ⁽³⁾							02/23/2012 ⁽⁴⁾	02/23/2021	Common Stock 15,364 ⁽³⁾		15,364	D	
Stock Option (right to buy)	\$23.85 ⁽³⁾							02/24/2011	02/24/2020	Common Stock 14,444 ⁽³⁾		14,444	D	
Stock Option (right to buy)	\$16.37 ⁽³⁾							02/26/2010	02/26/2019	Common Stock 33,848 ⁽³⁾		33,848	D	
Stock Option (right to buy)	\$27.11 ⁽³⁾							02/23/2011	02/27/2018	Common Stock 32,282 ⁽³⁾		32,282	D	
Stock Option (right to buy)	\$27.11 ⁽³⁾							02/27/2009	02/27/2018	Common Stock 27,672 ⁽³⁾		27,672	D	
Stock Option (right to buy)	\$26.53 ⁽³⁾							03/30/2008	03/30/2017	Common Stock 34,850 ⁽³⁾		34,850	D	
Stock Option (right to buy)	\$26.25 ⁽³⁾							12/18/2008	12/18/2016	Common Stock 30,000 ⁽³⁾		30,000	D	

Explanation of Responses:

- One-third of these restricted stock units vest on the second, third and fourth anniversaries of the grant date.
- Includes 569 shares acquired under the Fiserv, Inc. Employee Stock Purchase Plan.
- Adjusted to reflect the two-for-one split of Fiserv, Inc. common stock distributed on December 16, 2013 to holders of record on December 2, 2013.
- One-third of these options vest on each anniversary of the grant date.

/s/ Lynn S. McCreary (attorney-in-fact) 02/21/2014

** 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.

POWER OF ATTORNEY

For Executing Forms 3, 4 and 5

Know all by these presents, that the undersigned hereby constitutes and appoints each of Jeffery W. Yabuki, Thomas J. Hirsch and Lynn S. McCreary, signing singly, the undersigned's true and lawful attorney-in-fact with respect to the undersigned's holdings of and transactions in securities issued by Fiserv, Inc. to:

(1) execute for and on behalf of the undersigned Forms 3, 4 and 5 in accordance with Section 16(a) of the Securities Exchange Act of 1934 and the rules thereunder;

(2) do and perform any and all acts for and on behalf of the undersigned which may be necessary or desirable to complete the execution of any such Form 3, 4 or 5 and the timely filing of such form with the United States Securities and Exchange Commission and any other authority; and

(3) take any other action of any type whatsoever in connection with the foregoing which, in the opinion of such attorney-in-fact, may be of benefit to, in the best interest of, or legally required by, the undersigned, it being understood that the documents executed by such attorney-in-fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorney-in-fact may approve in the undersigned's discretion.

The undersigned hereby grants to each such attorney-in-fact full power and authority to do and perform all and every act and exercise of any of the rights and powers herein granted, as fully to all intents and purposes as such attorney-in-fact might or could do if personally present, with full power of substitution or revocation, hereby ratifying and confirming all that such attorney-in-fact, or his or her substitute or substitutes, shall lawfully do or cause to be done by virtue of this power of attorney and the rights and powers herein granted. The undersigned acknowledges that the foregoing attorneys-in-fact, in serving in such capacity at the request of the undersigned, are not assuming any of the undersigned's responsibilities to comply with Section 16 of the Securities Exchange Act of 1934.

The undersigned hereby revokes any power of attorney granted by the undersigned prior to the date hereof with respect to the undersigned's holdings of and transactions in securities issued by Fiserv, Inc. This Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Forms 3, 4 or 5 with respect to the undersigned's holdings of and transactions in securities issued by Fiserv, Inc., unless earlier revoked by the undersigned in a signed writing delivered to the foregoing attorneys-in-fact.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed this 5th day of August, 2013.

/s/ Rahul Gupta _____
Rahul Gupta