UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM S-8 REGISTRATION STATEMENT

UNDER
THE SECURITIES ACT OF 1933

Marchex, Inc.

(Exact name of Registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation or organization)

35-2194038 (I.R.S. Employer Identification No.)

Marchex, Inc.
520 Pike Street, Suite 2000
Seattle, WA 98101
(Address of Principal Executive Offices)

2012 Stock Incentive Plan (Full title of the plan)

Russell C. Horowitz Chairman and Chief Executive Officer Marchex, Inc. 520 Pike Street, Suite 2000 Seattle, WA 98101 (206) 331-3300

(Name and address, including zip code and telephone number, including area code of agent for service)

Copies to:

Francis J. Feeney, Jr., Esq. Michelle D. Paterniti, Esq. DLA Piper LLP (US) 33 Arch Street, 26th floor Boston, MA 02110 (617) 406-6000

CALCULATION OF REGISTRATION FEE

Title of each class of securities to be registered	Amount to be Registered (1)	Proposed maximum offering price per share	Proposed maximum aggregate offering price	Amount of registration fee
2012 Stock Incentive Plan				
Class B Common Stock, \$0.01 par value	1,877,388 Shares(2)	\$4.365(3)	\$8,194,798.62	\$1,117.77
TOTAL	1,877,388 Shares	\$4.365	\$8,194,798.62	\$1,117.77

- (1) This registration statement shall also cover any additional shares of Class B common stock which become issuable under the plan being registered pursuant to this registration statement by reason of any stock dividend, stock split, recapitalization or any other similar transaction effected without the receipt of consideration which results in an increase in the number of the registrant's outstanding shares of Class B common stock.
- (2) Represents an increase in the number of shares authorized for issuance under the 2012 Stock Incentive Plan.
- (3) Estimated in accordance with Rule 457(h) under the Securities Act of 1933, as amended, solely for the purpose of calculating the registration fee. The computation with respect to unissued options is based upon the average high and low sale prices of the Class B common stock as reported on the NASDAQ Global Select Market on March 18, 2013.

INTRODUCTION

This Registration Statement on Form S-8 is filed by Marchex, Inc., a Delaware corporation ("Marchex" or the "Company") to register an additional 1,877,388 shares of the Company's Class B common stock, par value \$0.01 per share, issuable under the Company's 2012 Stock Incentive Plan (the "Plan"). This Registration Statement consists of only those items required by General Instruction E to Form S-8.

PART I

INFORMATION REQUIRED IN THE SECTION 10(a) PROSPECTUS

Not filed as part of this Registration Statement pursuant to the instructions to Part I of Form S-8.

PART II

INFORMATION REQUIRED IN THE REGISTRATION STATEMENT

Item 3. Incorporation of Documents by Reference.

Item 8.

Exhibit

24.1

Exhibit

In accordance with General Instruction E to Form S-8, the following documents previously filed by the Company with the Securities and Exchange Commission (the "Commission") are incorporated herein by reference and made a part hereof:

- (a) Registration Statement No. 333-181327 on Form S-8 as filed on May 11, 2012 relating to the Company's Plan;
- (b) Our Annual Report on Form 10-K for the year ended December 31, 2012;
- (c) All other reports filed by the Company pursuant to Sections 13(a) or 15(d) of the Securities Exchange Act of 1934 (the "Exchange Act") since the end of the fiscal year covered by the document referred to in (b) above; and
- (d) The description of the Company's Class B common stock contained in our Registration Statement on Form 8-A filed with the Commission under Section 12(g) of the Exchange Act on March 30, 2004, including any amendment or report filed for the purpose of updating such description.

In addition, all documents subsequently filed by the Company pursuant to Sections 13(a), 13(c), 14 and 15(d) of the Exchange Act, prior to the filing of a post-effective amendment which indicates that all securities offered hereby have been sold or which deregisters all securities then remaining unsold, shall be deemed to be incorporated by reference in this registration statement and to be part hereof from the date of filing such documents.

Number	<u>Description</u>
4.1 *	2012 Stock Incentive Plan.
5.1	Opinion of DLA Piper LLP (US).
23.1	Consent of DLA Piper LLP (US) (included in Exhibit 5.1).
23.2	Consent of KPMG LLP.

Power of Attorney (included on the signature page to this registration statement).

* Incorporated by reference to Appendix A of Marchex, Inc.'s Definitive Proxy Statement on Form 14A as filed with the Commission on April 9, 2012 and incorporated herein by reference.

SIGNATURES

Pursuant to the requirements of the Securities Act, the registrant certifies that it has reasonable grounds to believe that it meets all of the requirements for filing on Form S-8 and has duly caused this registration statement to be signed on its behalf by the undersigned, thereunto duly authorized, in the City of Seattle, State of Washington, on March 22, 2013.

Chairman and Chief Executive Officer	
Russell C. Horowitz	
By:	/s/ Russell C. Horowitz
Marc	hex, Inc.

Date

POWER OF ATTORNEY

We, the undersigned officers and directors of Marchex, Inc., hereby severally constitute and appoint Russell C. Horowitz and Michael A. Arends, and each of them singly, our true and lawful attorneys with full power to them, and each of them singly, to sign for us and in our names in the capacities indicated below, the registration statement of Form S-8 filed herewith and any and all subsequent amendments to said registration statement, and generally to do all such things in our names and on our behalf in our capacities as officers and directors to enable Marchex, Inc. to comply with the provisions of the Securities Act, as amended, and all requirements of the Securities and Exchange Commission, hereby ratifying the confirming our signatures as they may be signed by our said attorneys, or any of them, to said registration statement and any and all amendments thereto.

Pursuant to the requirements of the Securities Act, this registration statement has been signed by the following persons in the capacities and on the dates indicated.

<u>Signature</u>	<u>Date</u>
/s/ Russell C. Horowitz	March 22, 2013
Russell C. Horowitz	
Chairman and Chief Executive Officer	
(Principal Executive Officer)	
/s/ Michael A. Arends	March 22, 2013
Michael A. Arends	, , , ,
Chief Financial Officer	
(Principal Financial Officer)	
· •	
/s/ Michael M. Miller	March 22, 2013
Michael M. Miller	
Senior VP Accounting and Corporate Controller	
(Principal Accounting Officer)	
/s/ John Keister	March 22, 2013
John Keister	
Executive Vice Chairmen and Director	
/s/ Dennis Cline	March 22, 2013
Dennis Cline	•
Director	

Signature

/s/ Anne Devereux Anne Devereux Director	March 22, 2013
/s/ Nicolas J. Hanauer Nicolas J. Hanauer Vice Chairman and Director	March 22, 2013
/s/ M. Wayne Wisehart M. Wayne Wisehart Director	March 22, 2013

INDEX TO EXHIBITS

Exhibit Number	<u>Description</u>
4.1*	2012 Stock Incentive Plan.
5.1	Opinion of DLA Piper LLP (US).
23.1	Consent of DLA Piper LLP (US) (included in Exhibit 5.1).
23.2	Consent of KPMG LLP.
24.1	Power of Attorney (included on the signature page to this registration statement).

^{*} Incorporated by reference to Appendix A of Marchex, Inc.'s Definitive Proxy Statement on Form 14A as filed with the Commission on April 9, 2012 and incorporated herein by reference.

March 22, 2013

Marchex, Inc. 520 Pike Street, Suite 2000 Seattle, WA 98101

Re: Registration Statement on Form S-8

Ladies and Gentlemen:

We have examined the Registration Statement on Form S-8 to be filed by you with the Securities and Exchange Commission on March 22, 2013 (the "Registration Statement") in connection with the registration under the Securities Act of 1933, as amended, of an aggregate of 1,877,388 shares of Class B Common Stock, par value \$0.01 per share, reserved for issuance under the Marchex, Inc. 2012 Stock Incentive Plan. Such shares of Class B Common Stock are referred to herein as the "Shares" and such plan is referred to herein as the "Plan". As your counsel in connection with the foregoing transaction, we have examined the proceedings taken and are familiar with the proceedings proposed to be taken by you in connection with the issuance and sale of the Shares pursuant to the Plan.

It is our opinion that, when issued and sold in the manner described in the Plan and pursuant to the agreements which accompany each grant under the Plan, the Shares will be legally and validly issued, fully paid and non-assessable.

We consent to the use of this opinion as an exhibit to the Registration Statement, and further consent to the use of our name wherever appearing in the Registration Statement and any amendments thereto.

Very truly yours,

DLA PIPER LLP (US)

/s/ DLA PIPER LLP (US)

Consent of Independent Registered Public Accounting Firm

The Board of Directors Marchex, Inc.:

We consent to the use of our reports dated March 12, 2013, with respect to the consolidated balance sheets of Marchex, Inc. as of December 31, 2011 and 2012, and the related consolidated statements of operations, stockholders' equity, and cash flows for each of the years in the three-year period ended December 31, 2012, and the effectiveness of internal control over financial reporting as of December 31, 2012, incorporated herein by reference.

/s/ KPMG LLP Seattle, Washington March 22, 2013