

SALESFORCE COM INC
Form 4
August 01, 2016

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

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).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
Benioff Marc

(Last) (First) (Middle)

THE LANDMARK @ ONE
MARKET STREET, SUITE 300

(Street)

SAN FRANCISCO, CA 94105

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
SALESFORCE COM INC [CRM]

3. Date of Earliest Transaction
(Month/Day/Year)
07/28/2016

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)
Chairman of the Board & CEO

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

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 | Price | |
| Common Stock | 07/28/2016 ⁽¹⁾ | | M | | 12,500 | \$ 27.0625 | 35,383,000 D |
| Common Stock | 07/28/2016 ⁽¹⁾ | | S | | 12,500 | \$ 82.2997 ⁽²⁾ | 35,370,500 D |
| Common Stock | 07/29/2016 ⁽¹⁾ | | M | | 12,500 | \$ 27.0625 | 35,383,000 D |
| Common Stock | 07/29/2016 ⁽¹⁾ | | S | | 11,800 | \$ 81.6348 ⁽³⁾ | 35,371,200 D |
| | 07/29/2016 ⁽¹⁾ | | S | | 700 | | 35,370,500 D |

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| | | | | | | | |
|--------------|---------------------------|--|---|--------|-----------------------------|-----------------------------|--------------|
| Common Stock | | | | | \$ 82.2357 <u>(4)</u> | | |
| Common Stock | 08/01/2016 ⁽¹⁾ | | M | 12,500 | A | \$ 27.0625 | 35,383,000 D |
| Common Stock | 08/01/2016 ⁽¹⁾ | | S | 12,200 | D | \$ 80.9475 <u>(5)</u> | 35,370,800 D |
| Common Stock | 08/01/2016 ⁽¹⁾ | | S | 300 | D | \$ 81.6733 <u>(6)</u> | 35,370,500 D |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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 control number.

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(9-02)

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 Underlying Security (Instr. 3 and 4) | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title |
| Non-qualified Stock Option (Right to Buy) | \$ 27.0625 | 07/28/2016 ⁽¹⁾ | | M | 12,500 | 11/22/2012 ⁽⁷⁾ | 11/22/2016 | Common Stock |
| Non-qualified Stock Option (Right to Buy) | \$ 27.0625 | 07/29/2016 ⁽¹⁾ | | M | 12,500 | 11/22/2012 ⁽⁷⁾ | 11/22/2016 | Common Stock |
| Non-qualified Stock Option (Right to Buy) | \$ 27.0625 | 08/01/2016 ⁽¹⁾ | | M | 12,500 | 11/22/2012 ⁽⁷⁾ | 11/22/2016 | Common Stock |

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Benioff Marc
THE LANDMARK @ ONE MARKET STREET
SUITE 300
SAN FRANCISCO, CA 94105

X

Chairman of the Board & CEO

Signatures

/s/ Scott Siamas, Attorney-in-Fact for Marc
Benioff

08/01/2016

__Signature of Reporting Person

Date

Explanation of Responses:

* 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).

(1) Pursuant to a 10b5-1 Plan.

Weighted average price. These shares were sold in multiple transactions at prices ranging from \$81.7600 to \$82.6600 inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(3) Weighted average price. These shares were sold in multiple transactions at prices ranging from \$80.9500 to \$81.9100 inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(4) Weighted average price. These shares were sold in multiple transactions at prices ranging from \$82.0500 to \$82.3600 inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(5) Weighted average price. These shares were sold in multiple transactions at prices ranging from \$80.5700 to \$81.5300 inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(6) Weighted average price. These shares were sold in multiple transactions at prices ranging from \$81.6200 to \$81.7800 inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(7) Option is exercisable and vests over four years at the rate of 25% on November 22, 2012, the first anniversary of the holder's date of grant, with the balance vesting in equal monthly installments over the remaining 36 months.

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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