Edgar Filing: PIACENTINI DIEGO - Form 4

Form 4	NI DIEGO										
September 1									OMB A	PPROVAL	
FORM	UNITED	STATES		ITIES Al hington,			NGE (COMMISSION		3235-0287	
Check th if no long subject to Section 1 Form 4 o Form 5	ger 5 STATEN 16. 97		F CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES						Expires: January 31 200 Estimated average burden hours per response 0.		
obligatio may cont See Instru 1(b).	ns Section 17	(a) of the		ility Hold	ing Com	ipany	Act o	ge Act of 1934, f 1935 or Sectio 40	'n		
(Print or Type I	Responses)										
PIACENTINI DIEGO Symbol			Symbol	ner Name and Ticker or Trading ZON COM INC [AMZN]				5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First) (Middle)	3. Date of Earliest Transaction (Check					ck all applicabl	all applicable)		
			(Month/Da 09/16/20	onth/Day/Year) /16/2009				Director 10% Owner X Officer (give title Other (specify below) Senior Vice President			
	(Street)		4. If Amendment, Date Original Filed(Month/Day/Year)					6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person			
SEATTLE,	WA 98108-1226	5							More than One R		
(City)	(State)	(Zip)	Table	e I - Non-Do	erivative S	Securi	ties Ac	quired, Disposed o	f, or Beneficia	lly Owned	
1.Title of Security (Instr. 3)	2. Transaction Da (Month/Day/Year	 Execution any 	emed on Date, if 'Day/Year)	Code Disposed of (D) r) (Instr. 8) (Instr. 3, 4 and 5) (A)		5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
Common				Code V	Amount	or (D)	Price	(Instr. 3 and 4)			
Stock, par value \$.01 per share	09/16/2009			S <u>(1)</u>	8,000	D	\$ 90	103,522	D		

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

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 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. Transactic Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Under Secur	unt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
PIACENTINI DIEGO P.O. BOX 81226 SEATTLE, WA 98108-1226			Senior Vice President				
Signatures							
/s/ DIEGO PIACENTINI, Seni President	or Vice		09/16/2009				
**Signature of Reporting Person	on		Date				
Explanation of Pospansos							

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) This transaction was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.