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Kessel Steve	n										
Form 4	0.0010										
November 19								OM	B APPROVA	NI NI	
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							3235-0287				
Check the		v	asiningtoi	I, D.C. 2	20545				Janua	ry 31,	
if no longer subject to Section 16. Form 4 or Form 5 Filed pursuant to			SECU	RITIES				Estimat burden respons	ed average hours per	2005 0.5	
obligation may cont <i>See</i> Instru 1(b).	inue. Section 17	(a) of the Public 30(h) of the	•	•	-	•		ion			
(Print or Type F	Responses)										
Kessel Steven Sy			2. Issuer Name and Ticker or Trading Symbol AMAZON COM INC [AMZN]				5. Relationship of Reporting Person(s) to Issuer				
(Leat)	(Einst)			_		,IN J	(Cł	eck all appli	cable)		
(Last) (First) (Middle)			3. Date of Earliest Transaction (Month/Day/Year)				Director 10% Owner				
P.O. BOX 8		11/15/2012				X_Officer (give title Other (specify below) below) Senior Vice President					
			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 Form filed by More than One Reporting 				
SEATTLE,	WA 98108-1226	5					Person		ne Reporting		
(City)	(State)	(Zip) T	able I - Non	-Derivativ	e Sec	urities Ac	quired, Disposed	of, or Benef	icially Owne	d	
	2. Transaction Date (Month/Day/Year)	Execution Date, if any	1			d of (D)	5. Amount of Securities Beneficially Owned Following Reported	7. Nature of Indirect Beneficial Ownership (Instr. 4)	2		
					or		Transaction(s) (Instr. 3 and 4)	(Instr. 4)			
Common Stock, par	11/15/2012		Code V M	Amount 1,375	(D) A	Price	1,375	D			
value \$.01 per share	11,10,2012			1,070		ψü	1,070				
Common Stock, par value \$.01 per share	11/15/2012		S <u>(1)</u>	688	D	\$ 222.3	687	D			
Common Stock, par value \$.01 per share							404.456	Ι	Held by the reporting person's Amazon.c		

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Reminder: Report on a separate line for each class of securities benefici			ially 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.			e not	SEC 1474 (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)	Code	saction f Derivative		mof Derivative Expiration Date Securities (Month/Day/Year) Acquired (A) or Disposed of (D) (Instr. 3, 4,		7. Title and Amount o Underlying Securities (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amoun or Numbe of Shares
Restricted Stock Unit Award	\$ 0 <u>(2)</u>	11/15/2012		М		1,375	11/15/2012 <u>(3)</u>	08/15/2013	Common Stock, par value \$.01 per share	1,375

Reporting Owners

Relationships						
Director	10% Owner	Officer	Other			
		Senior Vice President				
	Director	Director 10% Owner	Director 10% Owner Officer Senior Vice President			

/s/ Steven Kessel, Senior Vice President	11/17/2012		
<u>**</u> Signature of Reporting Person	Date		

**Signature of Reporting Person

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.

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- (2) Converts into Common Stock on a one-for one basis.
- (3) This award vests based upon the following vesting schedule: 1,375 shares on each of November 15, 2012, February 15, 2013, May 15, 2013 and August 15, 2013.

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.