

SALESFORCE COM INC  
Form 4  
August 01, 2016

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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

Edgar Filing: SALESFORCE COM INC - Form 4

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

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)	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 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 <sup>(1)</sup>		M	12,500	11/22/2012 <sup>(7)</sup> 11/22/2016	Common Stock
Non-qualified Stock Option (Right to Buy)	\$ 27.0625	07/29/2016 <sup>(1)</sup>		M	12,500	11/22/2012 <sup>(7)</sup> 11/22/2016	Common Stock
Non-qualified Stock Option (Right to Buy)	\$ 27.0625	08/01/2016 <sup>(1)</sup>		M	12,500	11/22/2012 <sup>(7)</sup> 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.

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.