

SALESFORCE COM INC  
Form 4  
October 04, 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)  
10/03/2016

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 and 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 or Price   |  |   |
| Common Stock                    | 10/03/2016                           |  | M <sup>(1)</sup>               |   | \$ 12,500   | A  | 35,033,000  |
|                                 |                                      |  |                                |   | 27.0625   |  | D   |
| Common Stock                    | 10/03/2016                           |  | S <sup>(1)</sup>               |   | \$ 10,968   | D  | 35,022,032  |
|                                 |                                      |  |                                |   | 70.3903   |  | D   |
|                                 |                                      |  |                                |   | (2)   |  |   |
| Common Stock                    | 10/03/2016                           |  | S <sup>(1)</sup>               |   | \$ 1,532  | D  | 35,020,500  |
|                                 |                                      |  |                                |   | 71.2321   |  | D   |
|                                 |                                      |  |                                |   | (3)   |  |   |
| Common Stock                    | 10/04/2016                           |  | M <sup>(1)</sup>               |   | \$ 12,500   | A  | 35,033,000  |
|                                 |                                      |  |                                |   | 27.0625   |  | D   |
|                                 | 10/04/2016                           |  | S <sup>(1)</sup>               |   | \$ 8,055  | D  | 35,024,945  |
|                                 |                                      |  |                                |   |   |  | D   |

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|              |            |  |                  |       |            |            |         |            |
|--------------|------------|--|------------------|-------|------------|------------|---------|------------|
| Common Stock |            |  |                  |       | \$         |            |         |            |
|              |            |  |                  |       | 70.6456    |            |         |            |
|              |            |  |                  |       | <u>(4)</u> |            |         |            |
| Common Stock | 10/04/2016 |  | S <sup>(1)</sup> | 2,200 | D          | \$         | 72.2625 | 35,022,745 |
|              |            |  |                  |       |            | <u>(5)</u> |         | D          |
| Common Stock | 10/04/2016 |  | S <sup>(1)</sup> | 2,245 | D          | \$         | 72.7068 | 35,020,500 |
|              |            |  |                  |       |            | <u>(6)</u> |         | D          |

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

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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 Underlying Security (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| Non-qualified Stock Option (Right to Buy)  | \$ 27.0625   | 10/03/2016                           |  | M <sup>(1)</sup>               | 12,500  | 11/22/2012 <sup>(7)</sup> 11/22/2016                     | Common Stock                                      |
| Non-qualified Stock Option (Right to Buy)  | \$ 27.0625   | 10/04/2016                           |  | M <sup>(1)</sup>               | 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<br>THE LANDMARK @ ONE MARKET STREET<br>SUITE 300<br>SAN FRANCISCO, CA 94105 | X             |           | Chairman of the Board and CEO |       |

## Signatures

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

10/04/2016

\_\_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 \$70.0700 to \$70.9700 inclusive. The

(2) 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.

Weighted average price. These shares were sold in multiple transactions at prices ranging from \$71.1300 to \$71.3300 inclusive. The

(3) 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.

Weighted average price. These shares were sold in multiple transactions at prices ranging from \$70.2800 to \$70.9600 inclusive. The

(4) 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.

Weighted average price. These shares were sold in multiple transactions at prices ranging from \$71.6100 to \$72.6100 inclusive. The

(5) 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.

Weighted average price. These shares were sold in multiple transactions at prices ranging from \$72.6200 to \$72.8400 inclusive. The

(6) 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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