

Pla Frederic
Form 4
November 09, 2018

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 *
Pla Frederic

2. Issuer Name and Ticker or Trading Symbol
GENOMIC HEALTH INC [GHDX]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
301 PENOBSCOT DR.

(Street)

3. Date of Earliest Transaction (Month/Day/Year)
11/07/2018

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
COO

REDWOOD CITY, CA 94063

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

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

(City) (State) (Zip)

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	(D)	Price
Common Stock	11/07/2018		M		36,633	A	\$ 27
Common Stock	11/07/2018		M		6,867	A	\$ 27.48
Common Stock ⁽²⁾	11/07/2018		S		2,100	D	\$ 80.8571
							⁽³⁾ ⁽⁴⁾
Common Stock ⁽²⁾	11/07/2018		S		700	D	\$ 81.4368
							⁽³⁾ ⁽⁵⁾
	11/07/2018		S		3,657	D	\$ 72,581 ⁽¹⁾

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Common Stock ⁽²⁾					\$ 82.8731 <u>(3)</u> <u>(6)</u>		
Common Stock ⁽²⁾	11/07/2018	S	700	D	\$ 83.8629 <u>(3)</u> <u>(7)</u>	71,881 ⁽¹⁾	D
Common Stock ⁽²⁾	11/07/2018	S	13,916	D	\$ 84.9995 <u>(3)</u> <u>(8)</u>	57,965 ⁽¹⁾	D
Common Stock ⁽²⁾	11/07/2018	S	18,477	D	\$ 85.4928 <u>(3)</u> <u>(9)</u>	39,488 ⁽¹⁾	D
Common Stock ⁽²⁾	11/07/2018	S	3,781	D	\$ 86.6086 <u>(3)</u> <u>(10)</u>	35,707 ⁽¹⁾	D
Common Stock ⁽²⁾	11/07/2018	S	100	D	\$ 88.59 <u>(11)</u>	35,607 ⁽¹⁾	D
Common Stock ⁽²⁾	11/07/2018	S	69	D	\$ 89.6 <u>(11)</u>	35,538 ⁽¹⁾	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 Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Employee Stock Option (right to buy) Holding	\$ 27	11/07/2018		M	36,633	<u>(12)</u>	02/16/2026	Common Stock	36,633
	\$ 27.48	11/07/2018		M	6,867	<u>(13)</u>	01/31/2027		6,867

Employee
Stock
Option
(right to
buy)
Holding

Common
Stock

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Pla Frederic 301 PENOBSCOT DR. REDWOOD CITY, CA 94063			COO	

Signatures

/s/ Jason W. Radford,
Attorney-in-fact

11/09/2018

__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) Includes an aggregate of 18,734 shares of common stock issuable pursuant to previously reported restricted stock units that have not vested.
- (2) These sales of common stock were effected pursuant to Rule 10b5-1 sales plan adopted by the reporting person on June 7, 2018.
- (3) Reporting person undertakes to provide upon request by the Securities and Exchange Commission, the issuer or a securityholder of the issuer detailed information regarding the price and number of shares sold within the range indicated.
- (4) Represents weighted average sale price. Actual sale prices ranged from \$80.00 to \$80.90.
- (5) Represents weighted average sale price. Actual sale prices ranged from \$81.00 to \$81.70.
- (6) Represents weighted average sale price. Actual sale prices ranged from \$82.00 to \$82.96.
- (7) Represents weighted average sale price. Actual sale prices ranged from \$83.04 to \$84.00.
- (8) Represents weighted average sale price. Actual sale prices ranged from \$84.25 to \$85.11.
- (9) Represents weighted average sale price. Actual sale prices ranged from \$85.25 to \$86.00.
- (10) Represents weighted average sale price. Actual sale prices ranged from \$86.50 to \$86.87.
- (11) Represents actual sale price.
- (12) The option became exercisable as to 25% of the shares on February 16, 2017, and became exercisable as to 1/48th of the shares each full month thereafter.
- (13) The option became exercisable as to 25% of the shares on January 31, 2018, and becomes exercisable as to 1/48th of the shares each full month thereafter.

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.