

SALESFORCE COM INC
Form 4
December 28, 2012

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)
12/26/2012

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 Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	12/26/2012 ⁽¹⁾		M		200,000 A \$ 25.97	D ⁽²⁾	
Common Stock	12/26/2012 ⁽¹⁾		M		75,000 A \$ 65.44	D ⁽²⁾	
Common Stock	12/26/2012 ⁽¹⁾		S		65,252 D \$ 166.25 ⁽³⁾	D ⁽²⁾	
Common Stock	12/26/2012 ⁽¹⁾		S		39,748 D \$ 166.9531 ⁽⁴⁾	D ⁽²⁾	
Common Stock	12/26/2012 ⁽¹⁾		S		15,722 D \$ 168.6227	D ⁽²⁾	

Edgar Filing: SALESFORCE COM INC - Form 4

					<u>(5)</u>		
Common Stock	12/26/2012 ⁽¹⁾	S	16,778	D	\$ 169.0341	10,137,500	D ⁽²⁾
					<u>(6)</u>		
Common Stock	12/27/2012 ⁽¹⁾	M	200,000	A	\$ 25.97	10,337,500	D ⁽²⁾
Common Stock	12/27/2012 ⁽¹⁾	M	75,000	A	\$ 65.44	10,412,500	D ⁽²⁾
Common Stock	12/27/2012 ⁽¹⁾	S	31,151	D	\$ 163.3256	10,381,349	D ⁽²⁾
					<u>(7)</u>		
Common Stock	12/27/2012 ⁽¹⁾	S	24,249	D	\$ 164.0392	10,357,100	D ⁽²⁾
					<u>(8)</u>		
Common Stock	12/27/2012 ⁽¹⁾	S	25,909	D	\$ 165.2112	10,331,191	D ⁽²⁾
					<u>(9)</u>		
Common Stock	12/27/2012 ⁽¹⁾	S	39,791	D	\$ 166.3314	10,291,400	D ⁽²⁾
					<u>(10)</u>		
Common Stock	12/27/2012 ⁽¹⁾	S	16,400	D	\$ 166.946	10,275,000	D ⁽²⁾
					<u>(11)</u>		
Common Stock	12/28/2012 ⁽¹⁾	M	200,000	A	\$ 25.97	10,475,000	D ⁽²⁾
Common Stock	12/28/2012 ⁽¹⁾	M	75,000	A	\$ 65.44	10,550,000	D ⁽²⁾
Common Stock	12/28/2012 ⁽¹⁾	S	56,932	D	\$ 164.2183	10,493,068	D ⁽²⁾
					<u>(12)</u>		
Common Stock	12/28/2012 ⁽¹⁾	S	78,668	D	\$ 164.8951	10,414,400	D ⁽²⁾
					<u>(13)</u>		
Common Stock	12/28/2012 ⁽¹⁾	S	1,900	D	\$ 165.5558	10,412,500	D ⁽²⁾
					<u>(14)</u>		
Common Stock	12/28/2012	G V	200,000	D	\$ 0	10,212,500	D ⁽²⁾

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)

Edgar Filing: SALESFORCE COM INC - Form 4

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)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title
Non-qualified Stock Option (Right to Buy)	\$ 25.97	12/26/2012 ⁽¹⁾		M	200,000	11/25/2009 ⁽¹⁵⁾	11/25/2013	Common Stock
Non-qualified Stock Option (Right to Buy)	\$ 65.44	12/26/2012 ⁽¹⁾		M	75,000	11/24/2010 ⁽¹⁵⁾	11/24/2014	Common Stock
Non-qualified Stock Option (Right to Buy)	\$ 25.97	12/27/2012 ⁽¹⁾		M	200,000	11/25/2009 ⁽¹⁵⁾	11/25/2013	Common Stock
Non-qualified Stock Option (Right to Buy)	\$ 65.44	12/27/2012 ⁽¹⁾		M	75,000	11/24/2010 ⁽¹⁵⁾	11/24/2014	Common Stock
Non-qualified Stock Option (Right to Buy)	\$ 25.97	12/28/2012 ⁽¹⁾		M	200,000	11/25/2009 ⁽¹⁵⁾	11/25/2013	Common Stock
Non-qualified Stock Option (Right to Buy)	\$ 65.44	12/28/2012 ⁽¹⁾		M	75,000	11/24/2010 ⁽¹⁵⁾	11/24/2014	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/ Sam Fleischmann, Attorney-in-Fact for Marc Benioff

12/28/2012

__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) Acquisition/Disposition of Derivative and/or Non-Derivative securities is pursuant to a 10b5-1 Plan.
- (2) Shares held in The Marc R. Benioff Revocable Trust.
- (3) The price reported in Table I, Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$165.65 to \$166.645 inclusive. The reporting person undertakes to provide to salesforce.com, inc., any security holder of salesforce.com, inc., 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) The price reported in Table I, Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$166.65 to \$167.61 inclusive. The reporting person undertakes to provide to salesforce.com, inc., any security holder of salesforce.com, inc., 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) The price reported in Table I, Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$167.84 to \$168.82 inclusive. The reporting person undertakes to provide to salesforce.com, inc., any security holder of salesforce.com, inc., 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) The price reported in Table I, Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$168.84 to \$169.5301 inclusive. The reporting person undertakes to provide to salesforce.com, inc., any security holder of salesforce.com, inc., 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) The price reported in Table I, Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$162.73 to \$163.72 inclusive. The reporting person undertakes to provide to salesforce.com, inc., any security holder of salesforce.com, inc., 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.
- (8) The price reported in Table I, Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$163.73 to \$164.70 inclusive. The reporting person undertakes to provide to salesforce.com, inc., any security holder of salesforce.com, inc., 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.
- (9) The price reported in Table I, Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$164.74 to \$165.7317 inclusive. The reporting person undertakes to provide to salesforce.com, inc., any security holder of salesforce.com, inc., 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.
- (10) The price reported in Table I, Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$165.75 to \$166.73 inclusive. The reporting person undertakes to provide to salesforce.com, inc., any security holder of salesforce.com, inc., 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.
- (11) The price reported in Table I, Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$166.75 to \$167.21 inclusive. The reporting person undertakes to provide to salesforce.com, inc., any security holder of salesforce.com, inc., 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.
- (12) The price reported in Table I, Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$163.48 to \$164.47 inclusive. The reporting person undertakes to provide to salesforce.com, inc., any security holder of salesforce.com, inc., 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.
- (13) The price reported in Table I, Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$164.48 to \$165.44 inclusive. The reporting person undertakes to provide to salesforce.com, inc., any security holder of salesforce.com, inc., 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.
- (14) The price reported in Table I, Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$165.51 to \$165.57 inclusive. The reporting person undertakes to provide to salesforce.com, inc., any security holder of salesforce.com, inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of

Edgar Filing: SALESFORCE COM INC - Form 4

shares sold at each separate price within the range set forth above.

- (15) Option is exercisable and vests over four years at the rate of 25% of the total shares granted on the first anniversary of the holder's date of grant, as listed in the table, 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.