Edgar Filing: Ritter Gordon - Form 4

Ritter Gordor	ı										
Form 4											
September 14	, 2018										
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION								PPROVAL			
	UNITE	ED STATES		ITIES Al hington, 1			NGE (COMMISSION	OMB Number:	3235-0287	
Check this box				8 /					Expires:		
subject to				GES IN BENEFICIAL OWNE SECURITIES				NERSHIP OF	Estimated a burden hou response	irs per	
Form 5 obligations may continue. See Instruction 1(b). 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 R	esponses)										
			2. Issuer Symbol	2. Issuer Name and Ticker or Trading ymbol				5. Relationship of Reporting Person(s) to Issuer			
			VEEVA	SYSTEM	IS INC	[VEE	EV]	(Che	ck all applicable	e)	
(Last)	(First)	(Middle)	3. Date of	Earliest Tra	insaction			(Chev	ek all appliedor	()	
				Ionth/Day/Year) 0/13/2018				X_ Director Officer (give below)			
			4. If Amer	f Amendment, Date Original cd(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			
SAN MATE	O, CA 94402							Person	viore man one ro	cporting	
(City)	(State)	(Zip)	Table	e I - Non-Do	erivative S	Securi	ties Ac	quired, Disposed o	f, or Beneficia	lly Owned	
1.Title of Security (Instr. 3)		Transaction Date 2A. Deemed onth/Day/Year) Execution Da any (Month/Day/		Date, if TransactionAcquired (A) or Code Disposed of (D)			SecuritiesHBeneficially(OwnedI	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
				Code V	Amount	or (D)	Price	(Instr. 3 and 4)			
Class A Common Stock	09/13/2018 <u>(</u>	1)		М	842	А	\$ 0 (2)	11,092	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.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

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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. Transacti Code (Instr. 8)	Derivative	6. Date Exercisable and Expiration Date (Month/Day/Year)		Underlying Securities (Instr. 3 and 4)		8. Price Derival Securit (Instr. 5
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Restricted Stock Units	(2)	09/13/2018 <u>(1)</u>		М	842	(3)	(3)	Class A Common Stock	842	\$ 0

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Ritter Gordon C/O EMERGENCE CAPITAL 160 BOVET ROAD, STE. 300 SAN MATEO, CA 94402	Х						
Signatures							
/s/ Meaghan S. Nelson, attorney-in-fact		09/14/201	8				
**Signature of Reporting Person		Date					
Evaluation of Decreases							

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).

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- (1) Transaction exempt from Section 16(b) of the Securities Exchange Act of 1934 (the "Act") pursuant to Rule 16b-6(b) promulgated under the Act.
- (2) Each Restricted Stock Unit ("RSU") represents a contingent right to receive one share of Class A Common Stock of the Issuer.
- On June 13, 2018, the Reporting Person was granted 3,367 RSUs under the Issuer's 2013 Equity Incentive Plan, of which 1/4 of the RSUs
 (3) vested on September 13, 2018, with the remaining RSUs vesting equally on a quarterly basis thereafter, subject to continued service on the Issuer's board of directors on the applicable vesting date.

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.