

SALESFORCE COM INC  
Form 4  
February 10, 2016

**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 \*  
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)  
02/08/2016

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   | (A) or (D)  | Price          |            |   |                |
| Common Stock                    | 02/08/2016 <sup>(1)</sup>            |  | S                              |   |   | 3,625  | D   | \$ 53.1395     | 36,433,875 | D | <sup>(3)</sup> |
|                                 |                                      |  |                                |   |   |  |   | <sup>(2)</sup> |            |   |                |
| Common Stock                    | 02/08/2016 <sup>(1)</sup>            |  | S                              |   |   | 4,710  | D   | \$ 54.107      | 36,429,165 | D | <sup>(3)</sup> |
|                                 |                                      |  |                                |   |   |  |   | <sup>(4)</sup> |            |   |                |
| Common Stock                    | 02/08/2016 <sup>(1)</sup>            |  | S                              |   |   | 2,865  | D   | \$ 55.241      | 36,426,300 | D | <sup>(3)</sup> |
|                                 |                                      |  |                                |   |   |  |   | <sup>(5)</sup> |            |   |                |
| Common Stock                    | 02/08/2016 <sup>(1)</sup>            |  | S                              |   |   | 1,200  | D   | \$ 55.9483     | 36,425,100 | D | <sup>(3)</sup> |
|                                 |                                      |  |                                |   |   |  |   | <sup>(6)</sup> |            |   |                |
|                                 | 02/08/2016 <sup>(1)</sup>            |  | S                              |   |   | 100  | D   | \$ 56.8        | 36,425,000 | D | <sup>(3)</sup> |

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|              |                           |   |       |   |                              |            |   |                |
|--------------|---------------------------|---|-------|---|------------------------------|------------|---|----------------|
| Common Stock |                           |   |       |   |                              |            |   |                |
| Common Stock | 02/09/2016 <sup>(1)</sup> | S | 200   | D | \$ 53.35<br><u>(7)</u>       | 36,424,800 | D | <sup>(3)</sup> |
| Common Stock | 02/09/2016 <sup>(1)</sup> | S | 400   | D | \$<br>54.6863<br><u>(8)</u>  | 36,424,400 | D | <sup>(3)</sup> |
| Common Stock | 02/09/2016 <sup>(1)</sup> | S | 1,990 | D | \$<br>55.4382<br><u>(9)</u>  | 36,422,410 | D | <sup>(3)</sup> |
| Common Stock | 02/09/2016 <sup>(1)</sup> | S | 3,800 | D | \$<br>56.4654<br><u>(10)</u> | 36,418,610 | D | <sup>(3)</sup> |
| Common Stock | 02/09/2016 <sup>(1)</sup> | S | 5,210 | D | \$<br>57.2932<br><u>(11)</u> | 36,413,400 | D | <sup>(3)</sup> |
| Common Stock | 02/09/2016 <sup>(1)</sup> | S | 900   | D | \$ 58.06<br><u>(12)</u>      | 36,412,500 | D | <sup>(3)</sup> |
| Common Stock | 02/10/2016 <sup>(1)</sup> | S | 6,370 | D | \$<br>59.2412<br><u>(13)</u> | 36,406,130 | D | <sup>(3)</sup> |
| Common Stock | 02/10/2016 <sup>(1)</sup> | S | 4,930 | D | \$<br>60.1112<br><u>(14)</u> | 36,401,200 | D | <sup>(3)</sup> |
| Common Stock | 02/10/2016 <sup>(1)</sup> | S | 1,200 | D | \$ 61.01<br><u>(15)</u>      | 36,400,000 | D | <sup>(3)</sup> |

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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**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) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

|      |             |            |       |        |
|------|-------------|------------|-------|--------|
|      | Date        | Expiration | Title | Amount |
|      | Exercisable | Date       |       | or     |
|      |             |            |       | Number |
| Code | V           | (A)        | (D)   | of     |
|      |             |            |       | Shares |

## 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 & CEO |       |

## Signatures

|  |                     |
|--|---------------------|
| /s/ Scott Siamas, Attorney-in-Fact for Marc<br>Benioff | 02/10/2016          |
| <small>**Signature of Reporting Person</small>         | <small>Date</small> |

## 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 \$52.6800 to \$53.6500 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.
- (2) Shares held in The Marc R. Benioff Revocable Trust.  
Weighted average price. These shares were sold in multiple transactions at prices ranging from \$53.7300 to \$54.6700 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 \$54.6800 to \$55.6600 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.
- (4) Weighted average price. These shares were sold in multiple transactions at prices ranging from \$55.7200 to \$56.5100 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 \$52.9200 to \$53.7800 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.
- (6) Weighted average price. These shares were sold in multiple transactions at prices ranging from \$54.4950 to \$54.8200 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) Weighted average price. These shares were sold in multiple transactions at prices ranging from \$54.9900 to \$55.8700 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.
- (8) Weighted average price. These shares were sold in multiple transactions at prices ranging from \$55.9200 to \$56.9100 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.
- (9)
- (10)

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(11) Weighted average price. These shares were sold in multiple transactions at prices ranging from \$56.9300 to \$57.7700 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.

(12) Weighted average price. These shares were sold in multiple transactions at prices ranging from \$57.9200 to \$58.3600 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.

(13) Weighted average price. These shares were sold in multiple transactions at prices ranging from \$58.7400 to \$59.7100 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.

(14) Weighted average price. These shares were sold in multiple transactions at prices ranging from \$59.7500 to \$60.7300 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.

(15) Weighted average price. These shares were sold in multiple transactions at prices ranging from \$60.7600 to \$61.5400 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.

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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