

SALESFORCE COM INC  
Form 4  
September 04, 2013

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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**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 \*  
van Veenendaal Frank

(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)  
09/03/2013

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)  
Vice Chairman

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                    | 09/03/2013 <sup>(1)</sup>            |  | M                              |   | 121,668   | A  | \$ 3.5975   |
| Common Stock                    | 09/03/2013 <sup>(1)</sup>            |  | M                              |   | 54,732  | A  | \$ 16.36  |
| Common Stock                    | 09/03/2013 <sup>(1)</sup>            |  | S                              |   | 176,400   | D  | \$ 50.0428  |
| Common Stock                    | 09/04/2013 <sup>(1)</sup>            |  | M                              |   | 2,000   | A  | \$ 16.36  |
| Common Stock                    | 09/04/2013 <sup>(1)</sup>            |  | S                              |   | 2,000   | D  | \$ 48.75  |

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|              |       |   |                           |
|--------------|-------|---|---------------------------|
| Common Stock | 3,000 | I | By Trust 1 <sup>(3)</sup> |
| Common Stock | 3,000 | I | By Trust 2 <sup>(4)</sup> |

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

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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 Underlying Security (Instr. 3 and 4) |       |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date                                   | Title |
| Non-qualified Stock Option (Right to Buy)  | \$ 3.5975  | 09/03/2013 <sup>(1)</sup>            |  | M                              | 121,668   | 04/26/2006 <sup>(5)</sup> 04/26/2015                     | Common Stock                                      |       |
| Non-qualified Stock Option (Right to Buy)  | \$ 16.36   | 09/03/2013 <sup>(1)</sup>            |  | M                              | 54,732  | 11/24/2010 <sup>(6)</sup> 11/24/2014                     | Common Stock                                      |       |
| Non-qualified Stock Option (Right to Buy)  | \$ 16.36   | 09/04/2013 <sup>(1)</sup>            |  | M                              | 2,000   | 11/24/2010 <sup>(6)</sup> 11/24/2014                     | Common Stock                                      |       |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |               |       |
|--|---------------|-----------|---------------|-------|
|  | Director      | 10% Owner | Officer       | Other |
| van Veenendaal Frank<br>THE LANDMARK @ ONE MARKET STREET<br>SUITE 300<br>SAN FRANCISCO, CA 94105 |               |           | Vice Chairman |       |

## Signatures

/s/ Sam Fleischmann, Attorney-in-Fact for Frank Van Veenendaal 09/04/2013

\_\_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.  
The price reported in Table I, Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$49.52 to \$50.14 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.
- (2) Represents shares held in the Frank van Veenendaal Grantor Retained Annuity Trust.
- (3) Represents shares held in the Leslie van Veenendaal Grantor Retained Annuity Trust.
- (4) Option is exercisable and vests over four years with 25,000 shares vesting on April 26, 2006 and 2,083 shares vesting monthly thereafter.
- (5) 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.
- (6)

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.