

Cole G Bradley
Form 4
March 14, 2019

FORM 4

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *

Cole G Bradley

(Last) (First) (Middle)

301 PENOBSCOT DRIVE

(Street)

REDWOOD CITY, CA 94063

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading

Symbol

GENOMIC HEALTH INC [GHDX]

3. Date of Earliest Transaction

(Month/Day/Year)

03/12/2019

4. If Amendment, Date Original

Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

☐ Director☒ Officer (give title
below)☐ 10% Owner☐ Other (specify
below)

CFO

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	03/12/2019		M		5,000	A	\$ 17.18	48,722 ⁽¹⁾	I	Held by the Cole Family Trust
Common Stock	03/12/2019		M		10,000	A	\$ 22.98	58,722 ⁽¹⁾	I	Held by the Cole Family Trust
Common Stock ⁽²⁾	03/12/2019		S		4,000	D	\$ 74.984 ^{(3) (4)}	54,722 ⁽¹⁾	I	Held by the Cole Family Trust

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Common Stock <u>(2)</u>	03/12/2019	S	1,000	D	\$ 75.805 <u>(3)</u> <u>(5)</u>	53,722 <u>(1)</u>	I	Held by the Cole Family Trust
Common Stock <u>(6)</u>	03/12/2019	S	7,900	D	\$ 74.9768 <u>(3)</u> <u>(7)</u>	45,822 <u>(1)</u>	I	Held by the Cole Family Trust
Common Stock <u>(6)</u>	03/12/2019	S	2,100	D	\$ 75.8167 <u>(3)</u> <u>(8)</u>	43,722 <u>(1)</u>	I	Held by the Cole Family Trust

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

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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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 17.18	03/12/2019		M	5,000	<u>(9)</u> 02/18/2020	Common Stock 5,000
Employee Stock Option (right to buy)	\$ 22.98	03/12/2019		M	10,000	<u>(10)</u> 01/27/2021	Common Stock 10,000

Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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Director 10% Owner Officer Other

Cole G Bradley
301 PENOBSCOT DRIVE
REDWOOD CITY, CA 94063

CFO

Signatures

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

03/14/2019

__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 11,794 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 4, 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 \$74.53 to \$75.42.
- (5) Represents weighted average sale price. Actual sale prices ranged from \$75.64 to \$75.96.
- (6) These sales of common stock were effected pursuant to Rule 10b5-1 sales plan adopted by the reporting person on August 23, 2018.
- (7) Represents weighted average sale price. Actual sale prices ranged from \$74.52 to \$75.44.
- (8) Represents weighted average sale price. Actual sale prices ranged from \$75.66 to \$76.04.
- (9) The option became exercisable as to 25% of the shares on February 18, 2011, and became exercisable as to 1/48th of the shares each full month thereafter.
- (10) The option became exercisable as to 25% of the shares on January 27, 2012, and became exercisable as to 1/48th of the shares each full month thereafter.

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