

SALESFORCE COM INC  
Form 4  
September 02, 2015

**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)  
08/31/2015

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	Price	
Common Stock	08/31/2015 <sup>(1)</sup>		M		12,500	A \$ 35.625	37,675,000 D
Common Stock	08/31/2015 <sup>(1)</sup>		S		12,300	D \$ 69.5622	37,662,700 D
Common Stock	08/31/2015 <sup>(1)</sup>		S		200	D \$ 70.17	37,662,500 D
Common Stock	09/01/2015 <sup>(1)</sup>		M		12,500	A \$ 35.625	37,675,000 D
Common Stock	09/01/2015 <sup>(1)</sup>		S		9,400	D \$ 66.9902	37,665,600 D

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Common Stock	09/01/2015 <sup>(1)</sup>	S	3,100	D	<sup>(3)</sup> \$ 67.6454	37,662,500	D
Common Stock	09/02/2015 <sup>(1)</sup>	M	12,500	A	<sup>(4)</sup> \$ 35.625	37,675,000	D
Common Stock	09/02/2015 <sup>(1)</sup>	S	9,400	D	<sup>(5)</sup> \$ 66.9902	37,665,600	D
Common Stock	09/02/2015 <sup>(1)</sup>	S	3,100	D	<sup>(6)</sup> \$ 67.6454	37,662,500	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.**

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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 Underlying Security (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title
Non-qualified Stock Option (Right to Buy)	\$ 35.625	08/31/2015 <sup>(1)</sup>		M	12,500	11/23/2011 <sup>(7)</sup>	11/23/2015	Common Stock
Non-qualified Stock Option (Right to Buy)	\$ 35.625	09/01/2015 <sup>(1)</sup>		M	12,500	11/23/2011 <sup>(7)</sup>	11/23/2015	Common Stock
Non-qualified Stock Option (Right to Buy)	\$ 35.625	09/02/2015 <sup>(1)</sup>		M	12,500	11/23/2011 <sup>(7)</sup>	11/23/2015	Common Stock

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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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/ Sarah Dods, Attorney-in-Fact for Marc  
Benioff

09/02/2015

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) Pursuant to a 10b5-1 Plan.  
Weighted average price. These shares were sold in multiple transactions at prices ranging from \$69.1200 to \$70.0900 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) Weighted average price. These shares were sold in multiple transactions at prices ranging from \$66.4000 to \$67.3950 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 \$67.4100 to \$67.9000 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 \$66.4000 to \$67.3950 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 \$67.4100 to \$67.9000 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) Option is exercisable and vests over four years at the rate of 25% on November 23, 2011, the first anniversary of the holder's date of grant, with the balance vesting in equal monthly installments over the remaining 36 months.
- (7)

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.