

J C PENNEY CO INC
Form 3
September 30, 2013

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 * | | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol | |
| Â Miller Dennis P | | (Month/Day/Year) | J C PENNEY CO INC [JCP] | |
| (Last) | (First) | (Middle) | 09/20/2013 | |
| C/O J. C. PENNEY COMPANY, INC., Â 6501 LEGACY DRIVE | | | 4. Relationship of Reporting Person(s) to Issuer | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| (Street) | | | (Check all applicable) | |
| PLANO, Â TX Â 75024 | | | <input type="checkbox"/> Director | <input type="checkbox"/> 10% Owner |
| (City) | (State) | (Zip) | <input checked="" type="checkbox"/> Officer | <input checked="" type="checkbox"/> Other |
| | | | (give title below) | (specify below) |
| | | | SVP, Controller / Principal | 6. Individual or Joint/Group Filing(Check Applicable Line) |
| | | | Accounting Officer | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
| | | | | <input type="checkbox"/> Form filed by More than One Reporting Person |

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|------------------------------------|--|---|--|
| Common Stock of 50 cents Par Value | 13,481.18 | D | Â |
| Common Stock of 50 cents Par Value | 3,649 ⁽¹⁾ | I | By Trustee of 401(k) |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of | 5. Ownership Form of Derivative | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---|---|--|------------------------------------|---------------------------------|--|
|---|---|--|------------------------------------|---------------------------------|--|

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| | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | Derivative Security | Security: Direct (D) or Indirect (I) (Instr. 5) | |
|------------------------------------|---------------------------|------------------|--------------|----------------------------|---------------------|---|---|
| Employee stock option/Right to Buy | 02/28/2006 ⁽²⁾ | 02/27/2015 | Common Stock | 10,000 | \$ 44.69 | D | Â |
| Employee stock option/Right to Buy | 03/22/2007 ⁽³⁾ | 03/21/2016 | Common Stock | 4,132 | \$ 60.5 | D | Â |
| Employee stock option/Right to Buy | 03/14/2008 ⁽³⁾ | 03/13/2017 | Common Stock | 3,275 | \$ 78.5 | D | Â |
| Employee stock option/Right to Buy | 03/12/2009 ⁽³⁾ | 03/11/2018 | Common Stock | 4,676 | \$ 39.78 | D | Â |
| Employee stock option/Right to Buy | 03/16/2010 ⁽³⁾ | 03/15/2019 | Common Stock | 5,317 | \$ 16.09 | D | Â |
| Employee stock option/Right to Buy | 03/16/2011 ⁽⁴⁾ | 03/15/2020 | Common Stock | 16,593 | \$ 30.72 | D | Â |
| Employee stock option/Right to Buy | 03/15/2012 ⁽⁵⁾ | 03/14/2021 | Common Stock | 13,158 | \$ 36.58 | D | Â |
| Employee stock option/Right to Buy | 02/28/2013 ⁽⁶⁾ | 02/27/2022 | Common Stock | 10,707 | \$ 41.34 | D | Â |
| Employee stock option/Right to Buy | 03/13/2013 ⁽⁷⁾ | 03/12/2022 | Common Stock | 12,842 | \$ 37.63 | D | Â |
| Employee stock option/Right to Buy | 04/03/2014 ⁽⁸⁾ | 04/02/2023 | Common Stock | 17,610 | \$ 14.43 | D | Â |
| Phantom Stock Units | Â ⁽⁹⁾ | Â ⁽⁹⁾ | Common Stock | 2,060 | \$ ⁽⁹⁾ | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|-------------------|------------------------------|
| | Director | 10% Owner | Officer | Other |
| Miller Dennis P C/O J. C. PENNEY COMPANY, INC. 6501 LEGACY DRIVE PLANO, TX 75024 | Â | Â | Â SVP, Controller | Principal Accounting Officer |

Signatures

***s/ Brandy L. Treadway, attorney
in fact

09/30/2013

**Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(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).

- Represents equivalent shares based on units of participation in the JCPenney stock fund allocated to Mr. Miller's account in the Company's 401(k) plan, as of September 24, 2013. The shares of JCPenney common stock in the fund are held by the trustee of the 401(k) plan. Changes in the amount of securities beneficially owned reflect changes in the value of the fund, the number of units of participation in the fund held by all participants, and the number of units of participation held by Mr. Miller.
- (1) Represents grant of employee stock options under the Company's 2001 Equity Compensation Plan.
 - (3) Represents grant of employee stock options under the Company's 2005 Equity Compensation Plan.
 - (4) Represents grant of employee stock options under the Company's 2009 Long-Term Incentive Plan.
 - (5) Represents grant of employee stock options under the Company's 2009 Long-Term Incentive Plan, which vest one-third on March 12, 2012, one-third on March 12, 2013, and one-third on March 12, 2014.
 - (6) Represents grant of employee stock options under the Company's 2009 Long-Term Incentive Plan which vest fully on February 28, 2014.
 - (7) Represents grant of employee stock options under the Company's 2009 Long-Term Incentive Plan, which vest one-third on March 13, 2013, one-third on March 13, 2014, and one-third on March 13, 2015.
 - (8) Represents grant of employee stock options under the Company's 2012 Long-Term Incentive Plan, which vest one-third on April 3, 2014, one-third on April 3, 2015 and one-third on April 3, 2016.
- Represents equivalent shares based on units of participation in the JCPenney stock fund credited to Mr. Miller's account under the
- (9) Company's Mirror Savings Plan. The phantom stock units are to be settled upon the reporting person's retirement or other termination of service.

Â

Remarks:

***Â UnderÂ POAÂ asÂ filedÂ herewith.Â ExhibitÂ List:Â ExhibitÂ No.Â 24Â -Â PowerÂ ofÂ AttorneyÂ (POA)

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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