

MCCOLLAM SHARON  
Form 4  
March 15, 2012

**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 \*  
MCCOLLAM SHARON

2. Issuer Name and Ticker or Trading Symbol

WILLIAMS SONOMA INC [WSM]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
3250 VAN NESS AVENUE  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/13/2012

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

SAN FRANCISCO, CA 94109

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**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                    | 03/13/2012                           |  | M                              |   | 50,000  | A  | \$ 32.39  |
| Common Stock                    | 03/13/2012                           |  | M                              |   | 85,000  | A  | \$ 21.8   |
| Common Stock                    | 03/13/2012                           |  | S                              |   | 135,000   | D  | \$ 36.5113<br>(1)                                     |
| Common Stock                    | 03/14/2012                           |  | M                              |   | 40,000  | A  | \$ 30.34  |
| Common Stock                    | 03/14/2012                           |  | M                              |   | 40,000  | A  | \$ 34.89  |

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|              |            |  |   |         |   |                             |         |   |                          |
|--------------|------------|--|---|---------|---|-----------------------------|---------|---|--------------------------|
| Common Stock | 03/14/2012 |  | M | 206,250 | A | \$ 8.56                     | 374,792 | D |                          |
| Common Stock | 03/14/2012 |  | M | 37,500  | A | \$ 27.72                    | 412,292 | D |                          |
| Common Stock | 03/14/2012 |  | D | 148,173 | D | \$ 36.54                    | 264,119 | D |                          |
| Common Stock | 03/14/2012 |  | F | 81,963  | D | \$ 36.54                    | 182,156 | D |                          |
| Common Stock | 03/15/2012 |  | M | 10,000  | A | \$ 34.89                    | 192,156 | D |                          |
| Common Stock | 03/15/2012 |  | M | 68,750  | A | \$ 8.56                     | 260,906 | D |                          |
| Common Stock | 03/15/2012 |  | M | 37,500  | A | \$ 27.72                    | 298,406 | D |                          |
| Common Stock | 03/15/2012 |  | D | 53,402  | D | \$ 37.02                    | 245,004 | D |                          |
| Common Stock | 03/15/2012 |  | F | 29,339  | D | \$ 37.02                    | 215,665 | D |                          |
| Common Stock | 03/15/2012 |  | S | 200,665 | D | \$<br>36.7981<br><u>(2)</u> | 15,000  | D |                          |
| Common Stock | 03/15/2012 |  | J | 1,065   | A | \$ 36.97                    | 8,796   | I | By<br>Managed<br>Account |

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 Security (Instr. 3 and 4) |              |        |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------|--------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title        | Amount |
| Non-qualified Stock Option                 | \$ 32.39   | 03/13/2012                           |  | M                              | 50,000  | <u>(3)</u>   | 06/30/2014  | Common Stock | 50,000 |

|  |          |            |   |         |            |            |                 |     |  |
|--|----------|------------|---|---------|------------|------------|-----------------|-----|--|
| (Right to Buy)   |          |            |   |         |            |            |                 |     |  |
| Non-qualified<br>Stock Option<br>(Right to Buy)        | \$ 21.8  | 03/13/2012 | M | 85,000  | <u>(3)</u> | 04/01/2013 | Common<br>Stock | 85  |  |
| Stock Settled<br>Stock<br>Appreciation<br>Right (ssar) | \$ 30.34 | 03/14/2012 | M | 40,000  | <u>(4)</u> | 09/12/2016 | Common<br>Stock | 40  |  |
| Stock Settled<br>Stock<br>Appreciation<br>Right (ssar) | \$ 34.89 | 03/14/2012 | M | 40,000  | <u>(5)</u> | 03/27/2017 | Common<br>Stock | 40  |  |
| Stock Settled<br>Stock<br>Appreciation<br>Right (ssar) | \$ 8.56  | 03/14/2012 | M | 206,250 | <u>(6)</u> | 11/07/2018 | Common<br>Stock | 206 |  |
| Stock Settled<br>Stock<br>Appreciation<br>Right (ssar) | \$ 27.72 | 03/14/2012 | M | 37,500  | <u>(7)</u> | 03/25/2020 | Common<br>Stock | 37  |  |
| Stock Settled<br>Stock<br>Appreciation<br>Right (ssar) | \$ 34.89 | 03/15/2012 | M | 10,000  | <u>(5)</u> | 03/27/2017 | Common<br>Stock | 10  |  |
| Stock Settled<br>Stock<br>Appreciation<br>Right (ssar) | \$ 8.56  | 03/15/2012 | M | 68,750  | <u>(6)</u> | 11/07/2018 | Common<br>Stock | 68  |  |
| Stock Settled<br>Stock<br>Appreciation<br>Right (ssar) | \$ 27.72 | 03/15/2012 | M | 37,500  | <u>(7)</u> | 03/25/2020 | Common<br>Stock | 37  |  |

## Reporting Owners

| Reporting Owner Name / Address                                     | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| MCCOLLAM SHARON<br>3250 VAN NESS AVENUE<br>SAN FRANCISCO, CA 94109 | X             |           |         |       |

## Signatures

/s/ Laurel Pies, Attorney-in-Fact for Sharon  
McCollam 03/15/2012

\_\_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).

Reflects the weighted average price as the shares were sold in multiple transactions. The per share transaction price ranged from \$36.50 to  
(1) \$36.605. The reporting person undertakes to provide upon request by the U.S. Securities and Exchange Commission staff, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

Reflects the weighted average price as the shares were sold in multiple transactions. The per share transaction price ranged from \$36.75 to  
(2) \$37.145. The reporting person undertakes to provide upon request by the U.S. Securities and Exchange Commission staff, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(3) These stock options are fully vested and immediately exercisable.

(4) These stock appreciation rights are fully vested and immediately exercisable.

(5) Of these stock appreciation rights, 40,000 are fully vested and exercisable and the remaining 10,000 vest on 3/15/2012.

(6) Of these stock appreciation rights, 206,250 are fully vested and exercisable and the remaining 68,750 vest on 3/15/2012.

(7) Of these stock appreciation rights, 37,500 are fully vested and exercisable and 37,500 vest on 3/15/2012.

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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