Tableau Software Inc Form 4 February 20, 2015

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Check this box if no longer subject to Section 16. Form 4 or

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES** Form 5

obligations may continue. See Instruction 1(b).

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 \* Fink Elissa

2. Issuer Name and Ticker or Trading Symbol

Tableau Software Inc [DATA]

(Last) (First) (Middle) 3. Date of Earliest Transaction

(Month/Day/Year) 02/18/2015

C/O TABLEAU SOFTWARE, INC., 837 N. 34TH STREET, SUITE 200

(Street)

4. If Amendment, Date Original

Filed(Month/Day/Year)

Applicable Line) \_X\_ Form filed by One Reporting Person Form filed by More than One Reporting

6. Individual or Joint/Group Filing(Check

5. Relationship of Reporting Person(s) to

(Check all applicable)

Chief Marketing Officer

10% Owner

Other (specify

(Instr. 4)

Issuer

below)

Person

Director

\_X\_\_ Officer (give title

**OMB APPROVAL** 

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SEATTLE, WA 98103

(City)	(State)	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned							
1.Title of	2. Transaction Date	2A. Deemed	3.	4. Securities Acquired (A)	5. Amount of	6.	7. Nature of		
Security	(Month/Day/Year)	Execution Date, if	Transactio	omr Disposed of (D)	Securities	Ownership	Indirect		
(Instr. 3)		any	Code	(Instr. 3, 4 and 5)	Beneficially	Form:	Beneficial		
		(Month/Day/Year)	(Instr. 8)		Owned	Direct (D)	Ownership		

		(Month/Day/Year)	(Instr. 8)  Code V	Amount	(A) or (D)	Price	Following Reported Transaction(s) (Instr. 3 and 4)	or Indirect (I) (Instr. 4)
Class A Common Stock	02/18/2015		C	3,075 (1)	A	\$0	27,996	D
Class A Common Stock	02/19/2015		C	15,000 (1)	A	\$0	42,996	D
Class A Common Stock	02/19/2015		S	3,200 (2)	D	\$ 97.78 (3)	39,796	D
Class A	02/19/2015		S	5,167	D	\$ 98.85	34,629	D

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Common Stock			(2)		<u>(4)</u>		
Class A Common Stock	02/19/2015	S	6,633 (2)	D	\$ 99.56 (5)	27,996	D
Class A Common Stock	02/20/2015	C	15,000 (1)	A	\$ 0	42,996	D
Class A Common Stock	02/20/2015	S	4,890 (2)	D	\$ 99.64 (6)	38,106	D
Class A Common Stock	02/20/2015	S	10,110 (2)	D	\$ 100.47 (7)	27,996	D

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

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SEC 1474 (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. Transactio Code (Instr. 8)	5. Number of orDerivative 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)		8. P Deri Secu (Ins
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Class B Common Stock	<u>(8)</u>	02/18/2015		C	3,075	<u>(8)</u>	<u>(9)</u>	Class A Common Stock	3,075	:
Class B Common Stock	<u>(8)</u>	02/19/2015		C	15,000	<u>(8)</u>	<u>(9)</u>	Class A Common Stock	15,000	:
Class B Common Stock	<u>(8)</u>	02/20/2015		C	15,000	<u>(8)</u>	<u>(9)</u>	Class A Common Stock	15,000	

### **Reporting Owners**

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Fink Elissa

C/O TABLEAU SOFTWARE, INC. 837 N. 34TH STREET, SUITE 200 SEATTLE, WA 98103

**Chief Marketing Officer** 

#### **Signatures**

/s/ Eric Steiner, Attorney-in-fact

02/20/2015

\*\*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) Each share of Class A Common Stock was issued upon conversion of one share of Class B Common Stock.
- (2) Shares were sold pursuant to a 10b5-1 trading plan.
- (3) The shares were sold at prices between \$97.20 and \$98.15. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
- (4) The shares were sold at prices ranging from \$98.25 to \$99.23. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
- (5) The shares were sold at prices ranging from \$99.25 to \$100.00. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
- The shares were sold at prices ranging from \$99.03 to \$100.00. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
- (7) The shares were sold at prices ranging from \$100.10 to \$101.00. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
- Each share of Class B Common Stock is convertible at any time at the option of the holder into one share of Class A Common Stock. In addition, each share of Class B Common Stock will convert automatically into one share of Class A Common Stock upon any transfer, whether or not for value and whether voluntary or involuntary or by operation of law, except for certain transfers described in the issuer's amended and restated certificate of incorporation, including, without limitation, certain transfers for tax and estate planning purposes.
- (9) Not applicable.

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.

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