

VEEVA SYSTEMS INC
Form 4
January 08, 2016

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 *
Sohn Young A

(Last) (First) (Middle)

C/O VEEVA SYSTEMS INC., 4280
HACIENDA DRIVE

(Street)

PLEASANTON, CA 94588

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
VEEVA SYSTEMS INC [VEEV]

3. Date of Earliest Transaction
(Month/Day/Year)
01/06/2016

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
X 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			
Class A Common Stock	01/06/2016		C	62,500 A \$ 0	62,500	D	
Class A Common Stock	01/06/2016		S ⁽¹⁾	59,100 D \$ 28.2225	3,400	D	
Class A Common Stock	01/06/2016		S ⁽¹⁾	3,400 D \$ 28.8409	0	D	
Class A Common	01/07/2016		C	62,500 A \$ 0	62,500	D	

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Stock								
Class A Common Stock	01/07/2016	<u>S⁽¹⁾</u>	53,500	D	\$ 26.6426 <u>(4)</u>	9,000	D	
Class A Common Stock	01/07/2016	<u>S⁽¹⁾</u>	9,000	D	\$ 27.2761 <u>(5)</u>	0	D	
Class A Common Stock	01/06/2016	C	6,250	A	\$ 0	6,250	I	By Young Sohn Grantor Retained Annuity Trust dated May 21, 2013 ⁽⁶⁾
Class A Common Stock	01/06/2016	<u>S⁽¹⁾</u>	6,150	D	\$ 28.2044 <u>(7)</u>	100	I	By Young Sohn Grantor Retained Annuity Trust dated May 21, 2013 ⁽⁶⁾
Class A Common Stock	01/06/2016	<u>S⁽¹⁾</u>	100	D	\$ 28.87	0	I	By Young Sohn Grantor Retained Annuity Trust dated May 21, 2013 ⁽⁶⁾
Class A Common Stock	01/07/2016	C	6,250	A	\$ 0	6,250	I	By Young Sohn Grantor Retained Annuity Trust dated May 21, 2013 ⁽⁶⁾

Class A Common Stock	01/07/2016	S ⁽¹⁾	5,750	D	\$ 26.6481 <u>(8)</u>	500	I	By Young Sohn Grantor Retained Annuity Trust dated May 21, 2013 <u>(6)</u>
Class A Common Stock	01/07/2016	S ⁽¹⁾	500	D	\$ 27.285 <u>(9)</u>	0	I	By Young Sohn Grantor Retained Annuity Trust dated May 21, 2013 <u>(6)</u>

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)	8. P Der Sec (Ins	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Class B Common Stock	<u>(10)</u>	01/06/2016		C	(A) 62,500	<u>(10)</u>	<u>(10)</u>	Class A Common Stock	62,500
Class B Common Stock	<u>(10)</u>	01/07/2016		C	(A) 62,500	<u>(10)</u>	<u>(10)</u>	Class A Common Stock	62,500
Class B Common	<u>(10)</u>	01/06/2016		C	(A) 6,250	<u>(10)</u>	<u>(10)</u>	Class A Common	6,250

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separate price within the range set forth in this footnote (4).

(5) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$27.1500 to \$27.5000 per share, 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 in this footnote (5).

(6) Shares held by the Young Sohn Grantor Retained Annuity Trust dated May 21, 2013 (the "Sohn GRAT"). The Reporting Person is a trustee and beneficiary of the Sohn GRAT and may be deemed to share voting and dispositive power with regard to the reported shares held by the Sohn GRAT.

(7) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$27.8400 to \$28.7600 per share, 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 in this footnote (7).

(8) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$26.1600 to \$27.1599 per share, 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 in this footnote (8).

(9) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$27.1600 to \$27.4000 per share, 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 in this footnote (9).

(10) Each share of Class B Common Stock is convertible, at any time at the option of the holder, into one (1) share of Class A Common Stock and has no expiration date. In addition, each share of Class B Common Stock will convert automatically into one (1) share of Class A Common Stock upon any transfer, whether or not for value, which occurs after the closing of the IPO, except for certain permitted transfers described in, and transfers to any "permitted transferee" as defined in, the Issuer's restated certificate of incorporation. All shares of Class A and Class B Common Stock will convert automatically into shares of a single class of Common Stock upon the earliest to occur of the following: (a) upon the election by the holders of a majority of the then outstanding shares of Class B Common Stock or (b) October 15, 2023.

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