

Jassy Andrew R
Form 4
February 17, 2010

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 *
Jassy Andrew R

2. Issuer Name and Ticker or Trading Symbol
AMAZON COM INC [AMZN]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

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

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

P.O. BOX 81226

02/15/2010

Senior Vice President

(Street)

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

SEATTLE, WA 98108-1226

(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 Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | Code | V | Amount | (D) | Price |
| Common Stock, par value \$0.01 per share | 02/15/2010 | | M | | 1,250 | A | \$ 0 6,651 |
| Common Stock, par value \$0.01 per share | 02/15/2010 | | M | | 8,924 | A | \$ 0 15,575 |
| Common Stock, par | 02/15/2010 | | M | | 2,636 | A | \$ 0 18,211 |

value
\$.01 per
share

Common
Stock, par

| | | | | | | | |
|-------|------------|---|-------|---|------|--------|---|
| value | 02/15/2010 | M | 1,750 | A | \$ 0 | 19,961 | D |
|-------|------------|---|-------|---|------|--------|---|

\$.01 per
share

Common
Stock, par

| | | | | | | | |
|-------|------------|------------------|--------|---|--------------|-------|---|
| value | 02/16/2010 | S ⁽¹⁾ | 14,560 | D | \$ 119.93 | 5,401 | D |
|-------|------------|------------------|--------|---|--------------|-------|---|

\$.01 per
share

Common
Stock, par

| | | | | | | | |
|-------|--|--|--|--|--|---------|---|
| value | | | | | | 404.704 | I |
|-------|--|--|--|--|--|---------|---|

\$.01 per
share

Held by the reporting person's Amazon.com 401(k) plan 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 Securities (Instr. 3 and 4) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Restricted Stock Unit Award | \$ 0 ⁽²⁾ | 02/15/2010 | | M | 1,250 | 04/14/2005 ⁽³⁾ 02/15/2010 | Common Stock, par value \$.01 per share | 1,250 |
| Restricted Stock Unit | \$ 0 ⁽²⁾ | 02/15/2010 | | M | 8,924 | 11/15/2006 ⁽⁴⁾ 02/15/2010 | Common Stock, par | 8,924 |

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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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