

SALESFORCE COM INC  
Form 4  
March 01, 2013

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
van Veenendaal Frank

(Last) (First) (Middle)

THE LANDMARK @ ONE  
MARKET STREET, SUITE 300

(Street)

SAN FRANCISCO, CA 94105

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
SALESFORCE COM INC [CRM]

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/28/2013

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Vice Chairman

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  | Code                           | V   | Amount (A) or (D) Price   |  |  |
| Common Stock                    | 02/28/2013 <sup>(1)</sup>            |  | M                              |   | 1,000 A \$ 25.97  | 4,553  | D  |
| Common Stock                    | 02/28/2013 <sup>(1)</sup>            |  | S                              |   | 1,000 D \$ 167.5  | 3,553  | D  |
| Common Stock                    | 02/28/2013                           |  | M                              |   | 685 A \$ 0.001  | 4,238  | D  |
| Common Stock                    | 03/01/2013 <sup>(1)</sup>            |  | M                              |   | 1,000 A \$ 25.97  | 5,238  | D  |
| Common Stock                    | 03/01/2013 <sup>(1)</sup>            |  | S                              |   | 1,000 D \$ 177.01   | 4,238  | D  |

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|              |            |   |     |   |           |       |   |                   |
|--------------|------------|---|-----|---|-----------|-------|---|-------------------|
| Common Stock | 03/01/2013 | S | 360 | D | \$ 177.01 | 3,878 | D |                   |
| Common Stock |            |   |     |   |           | 1,500 | I | By Trust 1<br>(2) |
| Common Stock |            |   |     |   |           | 1,500 | I | By Trust 2<br>(3) |

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 (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) |
|--|--|--------------------------------------|--|--------------------------------|--|--|---|
| Non-qualified Stock Option (Right to Buy)  | \$ 25.97   | 02/28/2013 <sup>(1)</sup>            |  | M                              | 1,000  | 11/25/2009 <sup>(4)</sup> 11/25/2013                     | Common Stock  |
| Restricted Stock Units                     | \$ 0.001   | 02/28/2013                           |  | M                              | 685  | 02/28/2013 <sup>(5)</sup> 02/28/2017                     | Common Stock  |
| Non-qualified Stock Option (Right to Buy)  | \$ 25.97   | 03/01/2013 <sup>(1)</sup>            |  | M                              | 1,000  | 11/25/2009 <sup>(4)</sup> 11/25/2013                     | Common Stock  |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                  |       |
|--|---------------|-----------|------------------|-------|
|  | Director      | 10% Owner | Officer          | Other |
| van Veenendaal Frank<br>THE LANDMARK @ ONE MARKET STREET<br>SUITE 300<br>SAN FRANCISCO, CA 94105 |               |           | Vice<br>Chairman |       |

## Signatures

/s/ Sam Fleischmann, Attorney-in-Fact for Frank Van  
Veenendaal

03/01/2013

\_\_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) Acquisition/Disposition of Derivative and/or Non-Derivative securities is pursuant to a 10b5-1 Plan.
  - (2) Represents shares held in the Frank van Veenendaal Grantor Retained Annuity Trust.
  - (3) Represents shares held in the Leslie van Veenendaal Grantor Retained Annuity Trust.
  - (4) Option is exercisable and vests over four years at the rate of 25% of the total shares granted on the first anniversary of the holder's date of grant, as listed in the table, with the balance vesting in equal monthly installments over the remaining 36 months.
  - (5) Each restricted stock unit represents a right to receive one share of the Issuer's common stock upon vesting. Restricted stock units vest over four years, with 25% of the units vesting on the first anniversary of the holder's date of grant, as listed in the table, and the balance vesting in equal quarterly installments over the remaining 36 months. Vested amounts will be settled and delivered to the holder on each vesting date.

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.