

SALESFORCE COM INC  
Form 4  
September 12, 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)  
09/11/2013

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 Beneficial Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	09/11/2013 <sup>(1)</sup>		M		77,268 A \$ 16.36	94,730	D
Common Stock	09/11/2013 <sup>(1)</sup>		M		71,732 A \$ 27.0625	166,462	D
Common Stock	09/11/2013 <sup>(1)</sup>		S		149,000 D \$ 50.0876	17,462	D
Common Stock	09/12/2013 <sup>(1)</sup>		M		19,268 A \$ 27.0625	36,730	D
Common Stock	09/12/2013 <sup>(1)</sup>		S		19,268 D \$ 50.0694	17,462	D

(3)

Common Stock	3,000	I	By Trust 1 <u>(4)</u>
Common Stock	3,000	I	By Trust 2 <u>(5)</u>

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

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**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
Non-qualified Stock Option (Right to Buy)	\$ 16.36	09/11/2013 <sup>(1)</sup>		M	77,268	11/24/2010 <sup>(6)</sup>	11/24/2014	Common Stock
Non-qualified Stock Option (Right to Buy)	\$ 27.0625	09/11/2013 <sup>(1)</sup>		M	71,732	11/22/2012 <sup>(6)</sup>	11/22/2016	Common Stock
Non-qualified Stock Option (Right to Buy)	\$ 27.0625	09/12/2013 <sup>(1)</sup>		M	19,268	11/22/2012 <sup>(6)</sup>	11/22/2016	Common Stock

## Reporting Owners

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

## Signatures

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

09/12/2013

\_\_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.  
The price reported in Table I, Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$49.79 to \$50.35 inclusive. The reporting person undertakes to provide to salesforce.com, inc., any security holder of salesforce.com, inc., 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 above.
- (2) The price reported in Table I, Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$49.95 to \$50.19 inclusive. The reporting person undertakes to provide to salesforce.com, inc., any security holder of salesforce.com, inc., 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 above.
- (3) Represents shares held in the Frank van Veenendaal Grantor Retained Annuity Trust.
- (4) Represents shares held in the Leslie van Veenendaal Grantor Retained Annuity Trust.
- (5) 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.
- (6)

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.