

SALESFORCE COM INC

Form 4

February 25, 2013

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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

## OMB APPROVAL

OMB  
Number: 3235-0287  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

(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)  
02/22/2013

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

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

Vice Chairman

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<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired (A)<br>or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------|
|                                       |                                         |                                                             | Code                                 | V                                                                       | Amount                                                                                                             | (A)<br>or<br>(D)                                                        | Price                                                             |
| Common<br>Stock                       | 02/22/2013                              |                                                             | M                                    |                                                                         | 268                                                                                                                | A                                                                       | \$ 0.001                                                          |
| Common<br>Stock                       | 02/23/2013                              |                                                             | M                                    |                                                                         | 312                                                                                                                | A                                                                       | \$ 0.001                                                          |
| Common<br>Stock                       | 02/24/2013                              |                                                             | M                                    |                                                                         | 312                                                                                                                | A                                                                       | \$ 0.001                                                          |
| Common<br>Stock                       | 02/25/2013 <sup>(1)</sup>               |                                                             | M                                    |                                                                         | 1,000                                                                                                              | A                                                                       | \$ 25.97                                                          |
| Common<br>Stock                       | 02/25/2013 <sup>(1)</sup>               |                                                             | S                                    |                                                                         | 1,000                                                                                                              | D                                                                       | \$ 168.72                                                         |

Edgar Filing: SALESFORCE COM INC - Form 4

|              |            |   |     |   |                       |       |   |                   |
|--------------|------------|---|-----|---|-----------------------|-------|---|-------------------|
| Common Stock | 02/25/2013 | S | 469 | D | \$ 168.72             | 3,556 | D |                   |
| Common Stock | 02/25/2013 | S | 3   | D | \$<br>169.9833<br>(2) | 3,553 | D |                   |
| Common Stock |            |   |     |   |                       | 1,500 | I | By Trust<br>1 (3) |
| Common Stock |            |   |     |   |                       | 1,500 | I | By Trust<br>2 (4) |

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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. 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) |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|--------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------------|
|                                            |                                                        |                                      |                                                    | Code                           | V (A) (D)                                                                      | Date Exercisable Expiration Date                         | Title                                                       |
| Restricted Stock Units                     | \$ 0.001                                               | 02/22/2013                           |                                                    | M                              | 268                                                                            | 11/22/2012(5) 11/22/2016                                 | Common Stock                                                |
| Restricted Stock Units                     | \$ 0.001                                               | 02/23/2013                           |                                                    | M                              | 312                                                                            | 11/23/2011(5) 11/23/2015                                 | Common Stock                                                |
| Restricted Stock Units                     | \$ 0.001                                               | 02/24/2013                           |                                                    | M                              | 312                                                                            | 11/24/2010(5) 11/24/2014                                 | Common Stock                                                |
| Non-qualified Stock Option (Right to Buy)  | \$ 25.97                                               | 02/25/2013(1)                        |                                                    | M                              | 1,000                                                                          | 11/25/2009(6) 11/25/2013                                 | 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

02/25/2013

\_\_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 \$169.76 to \$170.10 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.

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.

(6) 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.

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.