

PIACENTINI DIEGO  
Form 4  
August 15, 2011

**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 \*  
PIACENTINI DIEGO

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)  
08/15/2011

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

P.O. BOX 81226

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Common Stock, par value \$.01 per share	08/15/2011		M		10,000	A	\$ 0
Common Stock, par value \$.01 per share	08/15/2011		S <sup>(1)</sup>		800	D	\$ 204.555 <sup>(2)</sup>
Common Stock, par value \$.01 per share	08/15/2011		S <sup>(1)</sup>		1,200	D	\$ 203.265 <sup>(3)</sup>

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Common Stock, par value \$.01 per share	08/15/2011	S <sup>(1)</sup>	4,000	D	\$ 202.4388 <u>(4)</u>	113,646	D
Common Stock, par value \$.01 per share	08/15/2011	S <sup>(1)</sup>	1,700	D	\$ 201.7353 <u>(5)</u>	111,946	D
Common Stock, par value \$.01 per share	08/15/2011	S <sup>(1)</sup>	1,300	D	\$ 200.2602 <u>(6)</u>	110,646	D
Common Stock, par value \$.01 per share	08/15/2011	S <sup>(1)</sup>	700	D	\$ 199.5457 <u>(7)</u>	109,946	D
Common Stock, par value \$.01 per share	08/15/2011	S <sup>(1)</sup>	300	D	\$ 198.5267 <u>(8)</u>	109,646	D

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 Security (Instr. 3 and 4)		
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
				Code	V (A) (D)				
Restricted Stock Unit Award	\$ 0 <sup>(9)</sup>	08/15/2011		M	10,000	05/15/2011 <sup>(10)</sup>	02/15/2014	Common Stock, par value \$.01 per share	10,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
PIACENTINI DIEGO P.O. BOX 81226 SEATTLE, WA 98108-1226			Senior Vice President	

## Signatures

/s/ DIEGO PIACENTINI, Senior Vice President 08/15/2011

\_\_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) This transaction was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person.
- (2) Represents the weighted average sale price. The highest price at which shares were sold was \$205.02 and the lowest price at which shares were sold was \$204.19.
- (3) Represents the weighted average sale price. The highest price at which shares were sold was \$204.00 and the lowest price at which shares were sold was \$203.02.
- (4) Represents the weighted average sale price. The highest price at which shares were sold was \$202.98 and the lowest price at which shares were sold was \$202.05.
- (5) Represents the weighted average sale price. The highest price at which shares were sold was \$201.97 and the lowest price at which shares were sold was \$201.23.
- (6) Represents the weighted average sale price. The highest price at which shares were sold was \$200.91 and the lowest price at which shares were sold was \$199.98.
- (7) Represents the weighted average sale price. The highest price at which shares were sold was \$199.90 and the lowest price at which shares were sold was \$199.03.
- (8) Represents the weighted average sale price. The highest price at which shares were sold was \$198.59 and the lowest price at which shares were sold was \$198.46.
- (9) Converts into Common Stock on a one-for-one basis.
- (10) This award vests based upon the following vesting schedule and the satisfaction of certain business criteria intended to qualify the award as tax-deductible compensation under Section 162(m) of the Internal Revenue Code: 10,000 shares on each of May 15, 2011, August 15, 2011, November 15, 2011 and February 15, 2012 and 7,500 shares on each of May 15, 2012, August 15, 2012, November 15, 2012, February 15, 2013, May 15, 2013, August 15, 2013, November 15, 2013 and February 15, 2014.

### Remarks:

REMARKS:

The reporting person undertakes to provide, upon request by the staff of the SEC, the issuer, or a security holder of the issuer,

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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