

AMAZON COM INC  
Form 4  
February 17, 2016

**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 \*  
Zapolsky David

(Last) (First) (Middle)

PO BOX 81226

(Street)

SEATTLE, WA 98108-1226

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/15/2016

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)  
Senior Vice President

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 Ownership (Instr. 4)		
			Code	V	Amount	(D)	Price		
Common Stock, par value \$0.01 per share	02/15/2016		M		573	A	\$ 0	2,948	D
Common Stock, par value \$0.01 per share	02/15/2016		M		361	A	\$ 0	3,309	D
Common Stock, par	02/15/2016		M		26	A	\$ 0	3,335	D

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value \$.01 per share								
Common Stock, par value \$.01 per share	02/15/2016	M	723	A	\$ 0	4,058	D	
Common Stock, par value \$.01 per share	02/15/2016	M	637	A	\$ 0	4,695	D	
Common Stock, par value \$.01 per share	02/16/2016	<u>S<sup>(1)</sup></u>	183	D	\$ <u>513.796</u> <sup>(2)</sup>	4,512	D	
Common Stock, par value \$.01 per share	02/16/2016	<u>S<sup>(1)</sup></u>	100	D	\$ 516.05	4,412	D	
Common Stock, par value \$.01 per share	02/16/2016	<u>S<sup>(1)</sup></u>	219	D	\$ <u>517.6759</u> <sup>(3)</sup>	4,193	D	
Common Stock, par value \$.01 per share	02/16/2016	<u>S<sup>(1)</sup></u>	308	D	\$ <u>519.9429</u> <sup>(4)</sup>	3,885	D	
Common Stock, par value \$.01 per share	02/16/2016	<u>S<sup>(1)</sup></u>	200	D	\$ <u>521.455</u> <sup>(5)</sup>	3,685	D	
Common Stock, par value \$.01 per share	02/16/2016	<u>S<sup>(1)</sup></u>	200	D	\$ <u>522.84</u> <sup>(6)</sup>	3,485	D	
Common Stock, par value	02/16/2016	<u>I<sup>(1)</sup></u>	72.554	D	\$ 0 521.0895		I	Held by the reporting person's

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\$.01 per share

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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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 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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Restricted Stock Unit Award	\$ 0 <sup>(7)</sup>	02/15/2016		M	573	05/15/2013 <sup>(8)</sup> 02/15/2018	Common Stock, par value \$.01 per share 573
Restricted Stock Unit Award	\$ 0 <sup>(7)</sup>	02/15/2016		M	361	05/15/2014 <sup>(9)</sup> 02/15/2017	Common Stock, par value \$.01 per share 361
Restricted Stock Unit Award	\$ 0 <sup>(7)</sup>	02/15/2016		M	26	05/15/2014 <sup>(10)</sup> 02/15/2017	Common Stock, par value \$.01 per share 26
Restricted Stock Unit Award	\$ 0 <sup>(7)</sup>	02/15/2016		M	723	05/15/2014 <sup>(11)</sup> 02/15/2016	Common Stock, par value \$.01 per share 723
Restricted Stock Unit	\$ 0 <sup>(7)</sup>	02/15/2016		M	637	05/15/2015 <sup>(12)</sup> 02/15/2020	Common Stock, par 637

Award

value  
\$.01 per  
share

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Zapolsky David PO BOX 81226 SEATTLE, WA 98108-1226			Senior Vice President	

## Signatures

/s/ by Michael D. Deal as attorney-in-fact for David Zapolsky, Senior Vice President,  
General Counsel & Secretary

02/17/2016

\_\_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 \$514.05 and the lowest price at which shares were sold was \$513.49.
- (3) Represents the weighted average sale price. The highest price at which shares were sold was \$518.05 and the lowest price at which shares were sold was \$517.36.
- (4) Represents the weighted average sale price. The highest price at which shares were sold was \$520.20 and the lowest price at which shares were sold was \$519.60.
- (5) Represents the weighted average sale price. The highest price at which shares were sold was \$521.87 and the lowest price at which shares were sold was \$521.04.
- (6) Represents the weighted average sale price. The highest price at which shares were sold was \$523.16 and the lowest price at which shares were sold was \$522.52.
- (7) Converts into Common Stock on a one-for-one basis.  
  
This award vests 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: 604 shares on each of May 15, 2013, August 15, 2013, and November 15, 2013; 603 shares on February 15, 2014; 866 shares on each of May 15, 2014, August 15, 2014, November 15, 2014, and February 15, 2015; 573 shares on each of May 15, 2015, August 15, 2015, November 15, 2015, and February 15, 2016; 451 shares on each of May 15, 2016, August 15, 2016, and November 15, 2016; 450 shares on February 15, 2017; 1,002 shares on each of May 15, 2017, August 15, 2017, and November 15, 2017; and 1,001 shares on February 15, 2018.
- (8) This award vests at the rate of: 305 shares on each of May 15, 2014, August 15, 2014, and November 15, 2014; 303 shares on February 15, 2015; 363 shares on each of May 15, 2015, August 15, 2015, and November 15, 2015; 361 shares on February 15, 2016; 334 shares on each of May 15, 2016, August 15, 2016, and November 15, 2016; and 333 shares on February 15, 2017.
- (9) This award vests at the rate of: 17 shares on May 15, 2014; 16 shares on each of August 15, 2014, November 15, 2014, and February 15, 2015; 27 shares on each of May 15, 2015, August 15, 2015, and November 15, 2015; 26 shares on February 15, 2016; and 524 shares on each of May 15, 2016, August 15, 2016, November 15, 2016, and February 15, 2017.
- (10) This award vests at the rate of: 957 shares on May 15, 2014; 958 shares on each of August 15, 2014, November 15, 2014, and February 15, 2015; 722 shares on each of May 15, 2015 and August 15, 2015; and 723 shares on each of November 15, 2015 and February 15, 2016.
- (11)

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(12) This award vests 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: 637 shares on each of May 15, 2015, August 15, 2015, November 15, 2015, and February 15, 2016; 710 shares on each of May 15, 2016 and August 15, 2016; 711 shares on each of November 15, 2016 and February 15, 2017; 753 shares on May 15, 2017; 754 shares on each of August 15, 2017, November 15, 2017, and February 15, 2018; 1,367 shares on each of May 15, 2018 and August 15, 2018; 1,368 shares on each of November 15, 2018 and February 15, 2019; and 1,051 shares on each of May 15, 2019, August 15, 2019, November 15, 2019, and February 15, 2020.

### 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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