Zendesk, Inc. Form 4 December 19, 2014

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

**OMB** Number:

3235-0287

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obligations may continue. See Instruction

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person \* Price Matthew Adrian

2. Issuer Name and Ticker or Trading Symbol

Zendesk, Inc. [ZEN]

(Last) (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year)

12/17/2014

Issuer

5. Relationship of Reporting Person(s) to

(Check all applicable)

1019 MARKET STREET

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

below) below) SVP of Global Marketing

(Street) 4. If Amendment, Date Original

Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check

Applicable Line)

\_X\_ Form filed by One Reporting Person Form filed by More than One Reporting

Person

### SAN FRANCISCO, CA 94103

(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)	Code (Instr. 8)	(A) or			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)
Common Stock	12/17/2014		Code V  M(1)	Amount 7,376	(D)	Price \$ 0.61	7,376	D	
Common Stock	12/17/2014		M(1)	2,416	A	\$ 2.3	9,792	D	
Common Stock	12/17/2014		M <u>(1)</u>	958	A	\$ 9.52	10,750	D	
Common Stock	12/17/2014		S(1)	8,483	D	\$ 23.582 (2)	2,267	D	
Common Stock	12/17/2014		S <u>(1)</u>	2,267	D	\$ 24.3972 (3)	0	D	

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 on Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	erivative Expiration Date rities (Month/Day/Year) sired or osed of  r. 3, 4,		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
Stock Option (Right to Buy)	\$ 0.61	12/17/2014		M(1)	7,376	<u>(4)</u>	05/19/2021	Common Stock	7,376
Stock Option (Right to Buy)	\$ 2.3	12/17/2014		M(1)	2,416	<u>(6)</u>	07/18/2022	Common Stock	2,416
Stock Option (Right to Buy)	\$ 9.52	12/17/2014		M(1)	958	<u>(7)</u>	02/13/2024	Common Stock	958

# **Reporting Owners**

Reporting Owner Name / Address	Relationships						
1 0	Director	10% Owner	Officer	Other			
Price Matthew Adrian			SVP of				
1019 MARKET STREET			Global				
SAN FRANCISCO, CA 94103			Marketing				
Signatures							
/s/ John Geschke, Attorney-in-Fac Price	t for Matthe	w Adrian	12/19/2014				
**Signature of Reporting		Date					

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# **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.
- The sale price reported in column 4 of Table 1 represents the weighted average sale price of the shares sold ranging from \$23.20 to (2) \$24.19 per share. Upon request by the Commission staff, the Issuer, or a security holder of the Issuer, the Reporting Person will provide
- (2) \$24.19 per share. Upon request by the Commission staff, the Issuer, or a security holder of the Issuer, the Reporting Person will provide full information regarding the number of shares sold at each separate price.
- The sale price reported in column 4 of Table 1 represents the weighted average sale price of the shares sold ranging from \$24.20 to \$24.65 per share. Upon request by the Commission staff, the Issuer, or a security holder of the Issuer, the Reporting Person will provide full information regarding the number of shares sold at each separate price.
- 1/4th of the shares subject to the option vested on May 5, 2012 and 1/48th of the shares subject to the option shall vest monthly thereafter,
- (4) subject to the Reporting Person's continuous service to the Issuer on each such date. 50% of the then unvested shares are subject to acceleration upon the occurrence of certain events.
- (5) This balance has been adjusted pursuant to the Reporting Person's Form 3/A filed on December 18, 2014.
  - 1/5th of the shares subject to the option vested on July 18, 2013 and 1/60th of the shares subject to the option shall vest monthly
- (6) thereafter, subject to the Reporting Person's continuous service to the Issuer on each such date. 50% of the then unvested shares are subject to acceleration upon the occurrence of certain events.
- The option is immediately exercisable as of the grant date. 1/60th of the shares vest monthly after the vesting commencement date of

  February 13, 2014, subject to the Reporting Person's continuous service to the Issuer on each such date. 50% of the then unvested shares are subject to acceleration upon the occurrence of certain events. Unvested shares exercised are subject to a right of repurchase in favor of the Issuer should the Reporting Person cease to provide continuous service.

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.