

VEEVA SYSTEMS INC
Form 4
December 27, 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 *
Ritter Gordon

(Last) (First) (Middle)

2. Issuer Name and Ticker or Trading Symbol
VEEVA SYSTEMS INC [VEEV]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

C/O EMERGENCE CAPITAL, 160 BOVET ROAD, STE. 300

(Street)

3. Date of Earliest Transaction (Month/Day/Year)
12/13/2016

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

SAN MATEO, CA 94402

(City) (State) (Zip)

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

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)	
				(A) or (D)	Price			
				Code	V	Amount		
Class A Common Stock	12/13/2016		G ⁽¹⁾	23,240 D	\$ 0 <u>(1)</u>	456,639	I	By the Ritter-Metzler Revocable Trust dated November 6, 2000 ⁽²⁾
Class A Common Stock	12/22/2016 ⁽³⁾		M	1,662 A	\$ 0 <u>(4)</u>	3,323	D	

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

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- (4) Each Restricted Stock Unit ("RSU") represents a contingent right to receive one share of Class A Common Stock of the Issuer.
- (5) On June 22, 2016, the Reporting Person was granted 6,645 RSUs under the Issuer's 2013 Equity Incentive Plan, of which 1/4 of the RSUs will vest on September 22, 2016, and the remaining RSUs vesting equally on a quarterly basis thereafter, subject to continued service on the Issuer's board of directors on the applicable vesting date.

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