AMAZON COM INC

Form 4

February 17, 2017

FORM 4

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

OMB

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations Section 17(a) of the Public Utility Holding Company Act of 1935 or Section may continue. 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

(Print or Type Responses)

		Address of Reporting EFFREY A	Sy	ymbol		nd Ticker or Trading M INC [AMZN]	5. Relationship of Issuer	Reporting Per	rson(s) to			
	(I4)	(First)				,	(Checl	k all applicabl	le)			
	(Last)	(First)				Transaction	Diameter.	100	7 0			
	P.O. BOX	81226	`	2/15/2	Day/Year) 2017		Director _X_ Officer (give below) CEO Wo	title 0tl below) rldwide Cons	ner (specify			
(Street)				. If Am	endment,	Date Original	6. Individual or Joint/Group Filing(Check					
				iled(Mo	onth/Day/Yo	ear)	Applicable Line) _X_ Form filed by One Reporting Person					
SEATTLE, WA 98108-1226				Form filed by More than One Rep Person								
	(City)	(State)	(Zip)	Tak	ole I - Non	-Derivative Securities Acq	uired, Disposed of	, or Beneficia	ally Owned			
	1.Title of	2. Transaction Date	2A. Deemed		3.	4. Securities Acquired (A)	5. Amount of	6.	7. Nature of			
	Security	(Month/Day/Year)	Execution Dat	te, if	Transactio	onor Disposed of (D)	Securities	Ownership	Indirect			
	(Instr. 3)		any		Code	(Instr. 3, 4 and 5)	Beneficially	Form:	Beneficial			
			(Month/Day/Y	Year)	(Instr. 8)		Owned	Direct (D)	Ownership			

(City)	(State)	(Zip) Tal	ole I - Non	-Derivativ	ve Sec	urities Acqui	red, Disposed of	, or Beneficia	lly Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactic Code (Instr. 8)	OF Dispos (Instr. 3,	sed of 4 and (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)
value \$.01 per share	02/15/2017		M	6,888	A	\$ 0	56,658	D	
Common Stock, par value \$.01 per share	02/15/2017		S <u>(1)</u>	540	D	\$ 842.0576 (2)	56,118	D	
Common Stock, par	02/15/2017		S(1)	1,500	D	\$ 840.4944	54,618	D	

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value \$.01 per share	C .				(3)			
Common Stock, par value \$.01 per share	02/15/2017	S <u>(1)</u>	2,050	D	\$ 839.7076 (4)	52,568	D	
Common Stock, par value \$.01 per share	02/15/2017	S <u>(1)</u>	800	D	\$ 838.7994 (5)	51,768	D	
Common Stock, par value \$.01 per share						18,358	I	In trust
Common Stock, par value \$.01 per share						526.935	I	Held by the reporting person's Amazon.com 401(k) plan account
Reminder: Re	eport on a separate line for each class of sec	curities ber	neficially o	owned	directly or ind	lirectly.		

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02) required to respond unless the form displays a currently valid OMB control number.

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)	4. Transactic 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	Amoun or Number of Shares
Restricted Stock Unit	\$ 0 (6)	02/15/2017	M	6,888	05/15/2013(7)	02/15/2018	Common Stock, par	6,888

Award

value \$.01 per share

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

WILKE JEFFREY A P.O. BOX 81226 SEATTLE, WA 98108-1226

CEO Worldwide Consumer

Signatures

/s/ by Michael D. Deal as attorney-in-fact for JEFFREY A. WILKE, CEO Worldwide Consumer

02/17/2017

**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 \$842.26 and the lowest price at which shares were sold was \$841.85.
- (3) Represents the weighted average sale price. The highest price at which shares were sold was \$841.16 and the lowest price at which shares were sold was \$840.21.
- (4) Represents the weighted average sale price. The highest price at which shares were sold was \$840.15 and the lowest price at which shares were sold was \$839.20.
- (5) Represents the weighted average sale price. The highest price at which shares were sold was \$839.03 and the lowest price at which shares were sold was \$838.60.
- (6) Converts into Common Stock on a one-for-one basis.
 - 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: 4,163 shares on May 15, 2013, 4,162 shares each of on August 15, 2013, November 15, 2013 and February 15, 2014, 3,892 shares on May 15, 2014, 3,891 shares on each of August
- (7) 15, 2014, November 15, 2014 and February 15, 2015, 2,569 shares on May 15, 2015, 2,568 shares on each of August 15, 2015, November 15, 2015 and February 15, 2016, 6,889 shares on each of May 15, 2016 and August 15, 2016, 6,888 shares on each of November 15, 2016 and February 15, 2017 and 5,312 shares on each of May 15, 2017, August 15, 2017, November 15, 2017 and February 15, 2018.

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. 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.

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