

WILSON L MICHELLE  
Form 4  
August 15, 2011

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
WILSON L MICHELLE

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)  
Senior Vice President

P.O. BOX 81226  
  
(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 \$0.01 per share | 08/15/2011                           |  | M                              |   | 7,500   | A  | \$ 0  |
| Common Stock, par value \$0.01 per share | 08/15/2011                           |  | S <sup>(1)</sup>               |   | 2,250   | D  | \$ 205  |
| Common Stock, par value \$0.01 per share | 08/15/2011                           |  | S <sup>(1)</sup>               |   | 400   | D  | \$ 204.5175   |

|                         |            |                  |       |   |             |         |   |
|-------------------------|------------|------------------|-------|---|-------------|---------|---|
| value                   |            |                  |       |   | (2)         |         |   |
| \$.01 per share         |            |                  |       |   |             |         |   |
| Common Stock, par value | 08/15/2011 | S <sup>(1)</sup> | 800   | D | \$ 203.1663 | 24,051  | D   |
| \$.01 per share         |            |                  |       |   | (3)         |         |   |
| Common Stock, par value | 08/15/2011 | S <sup>(1)</sup> | 2,300 | D | \$ 202.3022 | 21,751  | D   |
| \$.01 per share         |            |                  |       |   | (4)         |         |   |
| Common Stock, par value | 08/15/2011 | S <sup>(1)</sup> | 700   | D | \$ 201.3257 | 21,051  | D   |
| \$.01 per share         |            |                  |       |   | (5)         |         |   |
| Common Stock, par value | 08/15/2011 | S <sup>(1)</sup> | 850   | D | \$ 199.8829 | 20,201  | D   |
| \$.01 per share         |            |                  |       |   | (6)         |         |   |
| Common Stock, par value | 08/15/2011 | S <sup>(1)</sup> | 200   | D | \$ 198.495  | 20,001  | D   |
| \$.01 per share         |            |                  |       |   | (7)         |         |   |
| Common Stock, par value |            |                  |       |   |             | 480.623 | I   |
| \$.01 per share         |            |                  |       |   |             |         | Held by the reporting person's Amazon.com 401(k) plan account |

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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 | 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 | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |
|--|------------------------------------|--------------------------------------|--|--------------------------------|---|--|---|

Edgar Filing: WILSON L MICHELLE - Form 4

| Derivative Security         |                     |            | (A) or Disposed of (D) (Instr. 3, 4, and 5) | Code | V | (A)   | (D) | Date Exercisable          | Expiration Date | Title                                    | Amount or Number of Shares |
|-----------------------------|---------------------|------------|---|------|---|-------|-----|---------------------------|-----------------|--|----------------------------|
| Restricted Stock Unit Award | \$ 0 <sup>(8)</sup> | 08/15/2011 |   | M    |   | 7,500 |     | 05/15/2011 <sup>(9)</sup> | 02/15/2014      | Common Stock, par value \$0.01 per share | 7,500                      |

## Reporting Owners

| Reporting Owner Name / Address                                | Relationships |           |                       |       |
|---|---------------|-----------|-----------------------|-------|
|   | Director      | 10% Owner | Officer               | Other |
| WILSON L MICHELLE<br>P.O. BOX 81226<br>SEATTLE, WA 98108-1226 |               |           | Senior Vice President |       |

## Signatures

/s/ L. Michelle Wilson, Senior Vice President, General Counsel and Secretary 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 \$204.92 and the lowest price at which shares were sold was \$204.26.
  - (3) Represents the weighted average sale price. The highest price at which shares were sold was \$203.81 and the lowest price at which shares were sold was \$202.84.
  - (4) Represents the weighted average sale price. The highest price at which shares were sold was \$202.76 and the lowest price at which shares were sold was \$201.84.
  - (5) Represents the weighted average sale price. The highest price at which shares were sold was \$201.75 and the lowest price at which shares were sold was \$200.76.
  - (6) Represents the weighted average sale price. The highest price at which shares were sold was \$200.23 and the lowest price at which shares were sold was \$199.24.
  - (7) Represents the weighted average sale price. The highest price at which shares were sold was \$198.52 and the lowest price at which shares were sold was \$198.47.
  - (8) Converts into Common Stock on a one-for-one basis.
  - (9) 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: 7,500 shares on each of May 15, 2011,

## Edgar Filing: WILSON L MICHELLE - Form 4

August 15, 2011, November 15, 2011 and February 15, 2012; 6,250 shares on each of May 15, 2012, August 15, 2012, November 15, 2012 and February 15, 2013 and 5,000 shares on each of 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.

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.