

Tableau Software Inc  
Form 4  
November 06, 2013

**FORM 4**

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

OMB APPROVAL

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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 \*  
Fink Elissa

(Last) (First) (Middle)

C/O TABLEAU SOFTWARE,  
INC., 837 N. 34TH STREET, SUITE  
200

(Street)

SEATTLE, WA 98103

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Tableau Software Inc [DATA]

3. Date of Earliest Transaction  
(Month/Day/Year)  
11/04/2013

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_ Other (specify below)  
Chief Marketing Officer

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ 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) |        |   |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|--------|---|
|                                 |                                      |  |                                | Code  | V   | Amount   | (A) or (D)  | Price  |   |
| Class A Common Stock            | 11/04/2013                           |  | C                              |   | 19,061<br>(1)   | A  | \$ 0  | 39,061 | D |
| Class A Common Stock            | 11/04/2013                           |  | S                              |   | 19,061<br>(2)   | D  | \$ 59.62<br>(3)                                       | 20,000 | D |

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

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SEC 1474  
(9-02)

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) | 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 Security (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable Expiration Date                         | Title Amount or Number of Shares                            |
| Stock Option (Right to Buy)                | \$ 7.17  | 11/04/2013                           |  | M                              | 6,561   | <sup>(4)</sup> 02/28/2022                                | Class B Common Stock 6,561                                  |
| Class B Common Stock                       | <sup>(5)</sup>   | 11/04/2013                           |  | M                              | 6,561   | <sup>(5)</sup> <sup>(6)</sup>                            | Class A Common Stock 6,561                                  |
| Stock Option (Right to Buy)                | \$ 9.3   | 11/04/2013                           |  | M                              | 12,500  | <sup>(4)</sup> 12/09/2022                                | Class B Common Stock 12,500                                 |
| Class B Common Stock                       | <sup>(5)</sup>   | 11/04/2013                           |  | M                              | 12,500  | <sup>(5)</sup> <sup>(6)</sup>                            | Class A Common Stock 12,500                                 |
| Class B Common Stock                       | <sup>(5)</sup>   | 11/04/2013                           |  | C                              | 19,061  | <sup>(5)</sup> <sup>(6)</sup>                            | Class A Common Stock 19,061                                 |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                         |       |
|---|---------------|-----------|-------------------------|-------|
|   | Director      | 10% Owner | Officer                 | Other |
| Fink Elissa<br>C/O TABLEAU SOFTWARE, INC.<br>837 N. 34TH STREET, SUITE 200<br>SEATTLE, WA 98103 |               |           | Chief Marketing Officer |       |

## Signatures

/s/ Laura Hammond,  
Attorney-in-fact

11/06/2013

\_\_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) Each share of Class A Common Stock was issued upon conversion of one share of Class B Common Stock.
- (2) Shares were sold pursuant to a 10b5-1 Plan.
- (3) The shares were sold at prices ranging from \$59.24 to \$60.00. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
- (4) The option vests and becomes exercisable in equal monthly installments over the 48 months following the vesting start date.

Each share of Class B Common Stock is convertible at any time at the option of the holder into one share of Class A Common Stock. In addition, each share of Class B Common Stock will convert automatically into one share of Class A Common Stock upon any transfer, whether or not for value and whether voluntary or involuntary or by operation of law, except for certain transfers described in the issuer's amended and restated certificate of incorporation, including, without limitation, certain transfers for tax and estate planning purposes.

- (6) Not applicable.

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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