

VEEVA SYSTEMS INC  
Form 4  
March 21, 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 \*  
Armenante Mark

(Last) (First) (Middle)

C/O VEEVA SYSTEMS INC., 4280  
HACIENDA DRIVE

(Street)

PLEASANTON, CA 94588

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/17/2016

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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)
Class A Common Stock	03/17/2016 <sup>(1)</sup>		C	10,000 A \$ 0	10,000	I	By Andrew M. Armenante Trust 2000 U/A dated July 14, 2000 <sup>(2)</sup>
Class A Common Stock	03/17/2016		S <sup>(3)</sup>	10,000 D \$ 25.0265 <sup>(4)</sup>	0	I	By Andrew M. Armenante Trust 2000 U/A dated

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Class A Common Stock	03/18/2016 <sup>(1)</sup>	C	2,500	A	\$ 0	2,500	I	July 14, 2000 <sup>(2)</sup>  By Andrew M. Armenante Trust 2000 U/A dated July 14, 2000 <sup>(2)</sup>
Class A Common Stock	03/18/2016	S <sup>(3)</sup>	2,500	D	\$ 25.6368 <sup>(5)</sup>	0	I	By Andrew M. Armenante Trust 2000 U/A dated July 14, 2000 <sup>(2)</sup>
Class A Common Stock	03/17/2016 <sup>(1)</sup>	C	10,000	A	\$ 0	10,000	I	By Christina E. Armenante Trust 2000 U/A dated July 14, 2000 <sup>(6)</sup>
Class A Common Stock	03/17/2016	S <sup>(3)</sup>	10,000	D	\$ 25.1798 <sup>(7)</sup>	0	I	By Christina E. Armenante Trust 2000 U/A dated July 14, 2000 <sup>(6)</sup>
Class A Common Stock	03/18/2016 <sup>(1)</sup>	C	2,500	A	\$ 0	2,500	I	By Christina E. Armenante Trust 2000 U/A dated July 14, 2000 <sup>(6)</sup>
Class A Common Stock	03/18/2016	S <sup>(1)</sup>	2,500	D	\$ 25.6367 <sup>(8)</sup>	0	I	By Christina E. Armenante Trust 2000 U/A dated July 14, 2000 <sup>(6)</sup>

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

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(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 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 Securities (Instr. 3 and 4)	8. P	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Class B Common Stock	(9)	03/17/2016 <sup>(1)</sup>		C	10,000	(9) (9)	(9) (9)	Class A Common Stock	10,000
Class B Common Stock	(9)	03/18/2016 <sup>(1)</sup>		C	2,500	(9) (9)	(9) (9)	Class A Common Stock	2,500
Class B Common Stock	(9)	03/17/2016 <sup>(1)</sup>		C	10,000	(9) (9)	(9) (9)	Class A Common Stock	10,000
Class B Common Stock	(9)	03/18/2016 <sup>(1)</sup>		C	2,500	(9) (9)	(9) (9)	Class A Common Stock	2,500



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