

VALENTINE H BRIAN  
Form 4  
September 20, 2011

**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 \*  
VALENTINE H BRIAN

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)  
09/18/2011

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

P.O. BOX 81226

Senior Vice President

(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 Ownership (Instr. 4)	
			Code	V	Amount or Price			
Common Stock, par value \$0.01 per share	09/18/2011		M		80,000	A	\$ 0 90,000	D
Common Stock, par value \$0.01 per share	09/19/2011		S <sup>(1)</sup>		1,100	D	\$ 240.2164 88,900	D
Common Stock, par value \$0.01 per share	09/19/2011		S <sup>(1)</sup>		1,600	D	\$ 239.6881 87,300	D

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value					<u>(3)</u>			
\$.01 per share								
Common Stock, par value	09/19/2011	<u>S(1)</u>	2,800	D	\$ 238.3729	84,500	D	
\$.01 per share					<u>(4)</u>			
Common Stock, par value	09/19/2011	<u>S(1)</u>	6,700	D	\$ 237.5255	77,800	D	
\$.01 per share					<u>(5)</u>			
Common Stock, par value	09/19/2011	<u>S(1)</u>	6,500	D	\$ 236.4469	71,300	D	
\$.01 per share					<u>(6)</u>			
Common Stock, par value	09/19/2011	<u>S(1)</u>	5,900	D	\$ 235.4168	65,400	D	
\$.01 per share					<u>(7)</u>			
Common Stock, par value	09/19/2011	<u>S(1)</u>	16,700	D	\$ 234.5868	48,700	D	
\$.01 per share					<u>(8)</u>			
Common Stock, par value	09/19/2011	<u>S(1)</u>	3,700	D	\$ 233.5952	45,000	D	
\$.01 per share					<u>(9)</u>			
Common Stock, par value						189.253	I	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.

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SEC 1474  
(9-02)

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**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)
Restricted Stock Unit Award	\$ 0 <sup>(10)</sup>	09/18/2011		M	80,000	09/18/2008 <sup>(11)</sup> 09/18/2012	Common Stock, par value \$0.01 per share

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
VALENTINE H BRIAN P.O. BOX 81226 SEATTLE, WA 98108-1226			Senior Vice President	

## Signatures

/s/ H. Brian Valentine, Senior Vice President  
Date: 09/20/2011

\*\*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 \$240.42 and the lowest price at which shares were sold was \$240.00.
- (3) Represents the weighted average sale price. The highest price at which shares were sold was \$239.99 and the lowest price at which shares were sold was \$239.01.
- (4) Represents the weighted average sale price. The highest price at which shares were sold was \$238.98 and the lowest price at which shares were sold was \$238.00.
- (5) Represents the weighted average sale price. The highest price at which shares were sold was \$237.99 and the lowest price at which shares were sold was \$237.00.
- (6) Represents the weighted average sale price. The highest price at which shares were sold was \$236.99 and the lowest price at which shares were sold was \$236.00.
- (7)

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Represents the weighted average sale price. The highest price at which shares were sold was \$235.96 and the lowest price at which shares were sold was \$235.02.

(8) Represents the weighted average sale price. The highest price at which shares were sold was \$234.99 and the lowest price at which shares were sold was \$234.00.

(9) Represents the weighted average sale price. The highest price at which shares were sold was \$233.99 and the lowest price at which shares were sold was \$233.01.

(10) Converts into Common Stock on a one-for-one basis.

(11) 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: 80,000 shares on each of September 18, 2008, September 18, 2009, September 18, 2010, September 18, 2011 and September 18, 2012.

### 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,

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