

J C PENNEY CO INC

Form 4

June 27, 2008

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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

## OMB APPROVAL

OMB  
Number: 3235-0287  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
ULLMAN MYRON E III

(Last) (First) (Middle)

C/O J. C. PENNEY COMPANY,  
INC., 6501 LEGACY DRIVE

(Street)

PLANO, TX 75024

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
J C PENNEY CO INC [JCP]

3. Date of Earliest Transaction  
(Month/Day/Year)  
06/25/2008

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☐ Director ☐ 10% Owner  
☒ Officer (give title below) ☐ Other (specify  
below)

Chairman and CEO

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
☒ 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)
Common Stock of 50 cent Par Value	06/25/2008		P	353 A	\$ 38.36 366,493.0169 (1)	D	
Common Stock of 50 cent Par Value	06/25/2008		P	700 A	\$ 38.37 367,193.0169	D	
Common Stock of 50 cent Par Value	06/25/2008		P	4,947 A	\$ 38.38 372,140.0169	D	

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Common Stock of 50 cent Par Value	06/25/2008	P	1,500	A	\$ 38.39	373,640.0169	D
Common Stock of 50 cent Par Value	06/25/2008	P	500	A	\$ 38.4	374,140.0169	D
Common Stock of 50 cent Par Value	06/25/2008	P	200	A	\$ 38.44	374,340.0169	D
Common Stock of 50 cent Par Value	06/25/2008	P	2,900	A	\$ 38.45	377,240.0169	D
Common Stock of 50 cent Par Value	06/25/2008	P	1,500	A	\$ 38.46	378,740.0169	D
Common Stock of 50 cent Par Value	06/25/2008	P	2,800	A	\$ 38.47	381,540.0169	D
Common Stock of 50 cent Par Value	06/25/2008	P	3,700	A	\$ 38.48	385,240.0169	D
Common Stock of 50 cent Par Value	06/25/2008	P	4,500	A	\$ 38.49	389,740.0169	D
Common Stock of 50 cent Par Value	06/25/2008	P	3,300	A	\$ 38.5	393,040.0169	D
Common Stock of 50 cent Par Value	06/25/2008	P	100	A	\$ 38.51	393,140.0169	D
Common Stock of 50 cent Par Value						1,282.1937	I <sup>(2)</sup>

By  
Trustee of  
401(k)

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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 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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Report Transaction (Instr. 6)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
ULLMAN MYRON E III C/O J. C. PENNEY COMPANY, INC. 6501 LEGACY DRIVE PLANO, TX 75024	X Chairman and CEO

## Signatures

\*\*\* /s/ Jeffrey J. Vawrinek, attorney  
in fact 06/27/2008

\_\_\_\_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) Includes 760.232 restricted stock units acquired since March 14, 2008 pursuant to dividend equivalents on restricted stock unit awards. Dividend equivalents on restricted stock unit awards accrue on a quarterly basis, exempt under Rule 16a-11.

Represents equivalent shares based on units of participation in the JCPenney stock fund allocated to Mr. Ullman's account in the Company's 401(k) plan, as of June 25, 2008. The shares of JCPenney common stock in the fund are held by the trustee of the 401(k) plan.  
(2) Changes in the amount of securities beneficially owned reflect changes in the value of the fund, the number of units of participation in the fund held by all participants, and the number of units of participation held by Mr. Ullman.

**Remarks:**

\*\*\* Under continuing POA as filed with the SEC.

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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