

VEEVA SYSTEMS INC  
Form 4  
October 16, 2014

**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 \*  
Armenante Mark

(Last) (First) (Middle)

C/O VEEVA SYSTEMS INC., 4637  
CHABOT DRIVE, SUITE 210

(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)

10/14/2014

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)

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |  |
| Class A Common Stock            | 10/14/2014                           |  | C                              | 25,000  | A \$ 0  | 25,000   | D  |
| Class A Common Stock            | 10/14/2014                           |  | S <sup>(1)</sup>               | 24,257  | D \$ 25.5658  | 743  | D  |
| Class A Common Stock            | 10/14/2014                           |  | S <sup>(1)</sup>               | 743   | D \$ 26.2081  | 0  | D  |
| Class A Common                  | 10/15/2014                           |  | C                              | 25,000  | A \$ 0  | 25,000   | D  |

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Stock

|                            |            |                        |       |   |                             |        |   |
|----------------------------|------------|------------------------|-------|---|-----------------------------|--------|---|
| Class A<br>Common<br>Stock | 10/15/2014 | <u>S<sup>(1)</sup></u> | 5,869 | D | \$<br>25.2097<br><u>(4)</u> | 19,131 | D |
|----------------------------|------------|------------------------|-------|---|-----------------------------|--------|---|

|                            |            |                        |        |   |                             |   |   |
|----------------------------|------------|------------------------|--------|---|-----------------------------|---|---|
| Class A<br>Common<br>Stock | 10/15/2014 | <u>S<sup>(1)</sup></u> | 19,131 | D | \$<br>25.9354<br><u>(5)</u> | 0 | D |
|----------------------------|------------|------------------------|--------|---|-----------------------------|---|---|

|                            |            |   |       |   |      |       |   |
|----------------------------|------------|---|-------|---|------|-------|---|
| Class A<br>Common<br>Stock | 10/14/2014 | C | 2,500 | A | \$ 0 | 2,500 | I |
|----------------------------|------------|---|-------|---|------|-------|---|

By Mark A.  
Armenante  
Grantor  
Retained  
Annuity  
Trust dated  
May 20,  
2013 (6)

|                            |            |                        |       |   |          |   |   |
|----------------------------|------------|------------------------|-------|---|----------|---|---|
| Class A<br>Common<br>Stock | 10/14/2014 | <u>S<sup>(1)</sup></u> | 2,500 | D | \$ 25.37 | 0 | I |
|----------------------------|------------|------------------------|-------|---|----------|---|---|

By Mark A.  
Armenante  
Grantor  
Retained  
Annuity  
Trust dated  
May 20,  
2013 (6)

|                            |            |   |       |   |      |       |   |
|----------------------------|------------|---|-------|---|------|-------|---|
| Class A<br>Common<br>Stock | 10/15/2014 | C | 2,500 | A | \$ 0 | 2,500 | I |
|----------------------------|------------|---|-------|---|------|-------|---|

By Mark A.  
Armenante  
Grantor  
Retained  
Annuity  
Trust dated  
May 20,  
2013 (6)

|                            |            |                        |       |   |       |   |   |
|----------------------------|------------|------------------------|-------|---|-------|---|---|
| Class A<br>Common<br>Stock | 10/15/2014 | <u>S<sup>(1)</sup></u> | 2,500 | D | \$ 25 | 0 | I |
|----------------------------|------------|------------------------|-------|---|-------|---|---|

By Mark A.  
Armenante  
Grantor  
Retained  
Annuity  
Trust dated  
May 20,  
2013 (6)

|                            |            |   |       |   |      |       |   |
|----------------------------|------------|---|-------|---|------|-------|---|
| Class A<br>Common<br>Stock | 10/14/2014 | C | 2,500 | A | \$ 0 | 2,500 | I |
|----------------------------|------------|---|-------|---|------|-------|---|

By  
Elizabeth  
T.  
Armenante  
Grantor  
Retained  
Annuity  
Trust dated

|                            |            |  |                  |       |   |          |       |   |   |
|----------------------------|------------|--|------------------|-------|---|----------|-------|---|---|
| Class A<br>Common<br>Stock | 10/14/2014 |  | S <sup>(1)</sup> | 2,500 | D | \$ 25.37 | 0     | I | May 20,<br>2013 <sup>(7)</sup><br>By<br>Elizabeth<br>T.<br>Armenante<br>Grantor<br>Retained<br>Annuity<br>Trust dated<br>May 20,<br>2013 <sup>(7)</sup> |
| Class A<br>Common<br>Stock | 10/15/2014 |  | C                | 2,500 | A | \$ 0     | 2,500 | I | By<br>Elizabeth<br>T.<br>Armenante<br>Grantor<br>Retained<br>Annuity<br>Trust dated<br>May 20,<br>2013 <sup>(7)</sup>                                   |
| Class A<br>Common<br>Stock | 10/15/2014 |  | S <sup>(1)</sup> | 2,500 | D | \$ 25    | 0     | I | By<br>Elizabeth<br>T.<br>Armenante<br>Grantor<br>Retained<br>Annuity<br>Trust dated<br>May 20,<br>2013 <sup>(7)</sup>                                   |

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

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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. P... Der... Sec... (Ins... |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|

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|                            |            |            | Code | V (A) | (D)    | Date<br>Exercisable | Expiration<br>Date | Title                      | Amount<br>or<br>Number<br>of Shares |
|----------------------------|------------|------------|------|-------|--------|---------------------|--------------------|----------------------------|-------------------------------------|
| Class B<br>Common<br>Stock | <u>(8)</u> | 10/14/2014 | C    |       | 25,000 | <u>(8)</u>          | <u>(8)</u>         | Class A<br>Common<br>Stock | 25,000                              |
| Class B<br>Common<br>Stock | <u>(8)</u> | 10/15/2014 | C    |       | 25,000 | <u>(8)</u>          | <u>(8)</u>         | Class A<br>Common<br>Stock | 25,000                              |
| Class B<br>Common<br>Stock | <u>(8)</u> | 10/14/2014 | C    |       | 2,500  | <u>(8)</u>          | <u>(8)</u>         | Class A<br>Common<br>Stock | 2,500                               |
| Class B<br>Common<br>Stock | <u>(8)</u> | 10/15/2014 | C    |       | 2,500  | <u>(8)</u>          | <u>(8)</u>         | Class A<br>Common<br>Stock | 2,500                               |
| Class B<br>Common<br>Stock | <u>(8)</u> | 10/14/2014 | C    |       | 2,500  | <u>(8)</u>          | <u>(8)</u>         | Class A<br>Common<br>Stock | 2,500                               |
| Class B<br>Common<br>Stock | <u>(8)</u> | 10/15/2014 | C    |       | 2,500  | <u>(8)</u>          | <u>(8)</u>         | Class A<br>Common<br>Stock | 2,500                               |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| Armenante Mark<br>C/O VEEVA SYSTEMS INC.<br>4637 CHABOT DRIVE, SUITE 210<br>PLEASANTON, CA 94588 | X             | X         |         |       |

## Signatures

/s/ Meaghan Nelson,  
attorney-in-fact

10/16/2014

\_\_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) The sales reported on this Form 4 were effected pursuant to Rule 10b5-1 trading plans adopted by the Reporting Person.

The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$25.2000 to \$26.1999 per share, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote (2).

(3) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$26.2000 to \$26.2500 per share, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote (3).

(4) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$24.7500 to \$26.7499 per share, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote (4).

(5) The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$26.7500 to \$26.5100 per share, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote (5).

(6) Shares held by the Mark A. Armenante Grantor Retained Annuity Trust dated May 20, 2013 (the "Mark Armenante GRAT"). The Reporting Person is a trustee and beneficiary of the Mark Armenante GRAT, and may be deemed to share voting and dispositive power with regard to the reported shares held by the Mark Armenante GRAT.

(7) Shares held by the Elizabeth T. Armenante Grantor Retained Annuity Trust dated May 20, 2013 (the "Elizabeth Armenante GRAT"). The Reporting Person is a trustee and family member of Elizabeth Armenante, the beneficiary of the Elizabeth Armenante GRAT, and may be deemed to share voting and dispositive power with regard to the reported shares held by the Elizabeth Armenante GRAT.

(8) Each share of Class B Common Stock is convertible, at any time at the option of the holder, into one (1) share of Class A Common Stock and has no expiration date. In addition, each share of Class B Common Stock will convert automatically into one (1) share of Class A Common Stock upon any transfer, whether or not for value, which occurs after the closing of the IPO, except for certain permitted transfers described in, and transfers to any "permitted transferee" as defined in, the Issuer's restated certificate of incorporation. All shares of Class A and Class B Common Stock will convert automatically into shares of a single class of Common Stock upon the earliest to occur of the following: (a) upon the election by the holders of a majority of the then outstanding shares of Class B Common Stock or (b) October 15, 2023.

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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