

VEEVA SYSTEMS INC  
Form 4  
November 05, 2014

**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., 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)

11/03/2014

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 Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
Class A Common Stock	11/03/2014		C	25,000	A \$ 0	25,000	D
Class A Common Stock	11/03/2014		S <sup>(1)</sup>	21,400	D \$ 28.9863	3,600	D
Class A Common Stock	11/03/2014		S <sup>(1)</sup>	3,600	D \$ 29.7135	0	D
Class A Common Stock	11/04/2014		C	25,000	A \$ 0	25,000	D

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Stock									
Class A Common Stock	11/04/2014	<u>S<sup>(1)</sup></u>	25,000	D	\$ 28.4039 <u>(4)</u>	0		D	By Mark A. Armenante Grantor Retained Annuity Trust dated May 20, 2013 <u>(5)</u>
Class A Common Stock	11/03/2014	C	2,500	A	\$ 0	2,500		I	By Mark A. Armenante Grantor Retained Annuity Trust dated May 20, 2013 <u>(5)</u>
Class A Common Stock	11/03/2014	<u>S<sup>(1)</sup></u>	2,500	D	\$ 29.78	0		I	By Mark A. Armenante Grantor Retained Annuity Trust dated May 20, 2013 <u>(5)</u>
Class A Common Stock	11/04/2014	C	2,500	A	\$ 0	2,500		I	By Mark A. Armenante Grantor Retained Annuity Trust dated May 20, 2013 <u>(5)</u>
Class A Common Stock	11/04/2014	<u>S<sup>(1)</sup></u>	2,500	D	\$ 28.45	0		I	By Mark A. Armenante Grantor Retained Annuity Trust dated May 20, 2013 <u>(5)</u>
Class A Common Stock	11/03/2014	C	2,500	A	\$ 0	2,500		I	By Elizabeth T. Armenante Grantor Retained Annuity Trust dated May 20, 2013 <u>(6)</u>
	11/03/2014	<u>S<sup>(1)</sup></u>	2,500	D	\$ 29.78	0		I	

Class A Common Stock									By Elizabeth T. Armenante Grantor Retained Annuity Trust dated May 20, 2013 <sup>(6)</sup>
Class A Common Stock	11/04/2014		C	2,500	A	\$ 0	2,500	I	By Elizabeth T. Armenante Grantor Retained Annuity Trust dated May 20, 2013 <sup>(6)</sup>
Class A Common Stock	11/04/2014		S <sup>(1)</sup>	2,500	D	\$ 28.45	0	I	By Elizabeth T. Armenante Grantor Retained Annuity Trust dated May 20, 2013 <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 Derivative Securities (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or

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								Number of Shares
Class B Common Stock	<u>(7)</u>	11/03/2014	C	25,000	<u>(7)</u>	<u>(7)</u>	Class A Common Stock	25,000
Class B Common Stock	<u>(7)</u>	11/04/2014	C	25,000	<u>(7)</u>	<u>(7)</u>	Class A Common Stock	25,000
Class B Common Stock	<u>(7)</u>	11/03/2014	C	2,500	<u>(7)</u>	<u>(7)</u>	Class A Common Stock	2,500
Class B Common Stock	<u>(7)</u>	11/04/2014	C	2,500	<u>(7)</u>	<u>(7)</u>	Class A Common Stock	2,500
Class B Common Stock	<u>(7)</u>	11/03/2014	C	2,500	<u>(7)</u>	<u>(7)</u>	Class A Common Stock	2,500
Class B Common Stock	<u>(7)</u>	11/04/2014	C	2,500	<u>(7)</u>	<u>(7)</u>	Class A Common Stock	2,500

