

VEEVA SYSTEMS INC  
Form 4  
October 16, 2014

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
Sohn Young A

(Last) (First) (Middle)

C/O VEEVA SYSTEMS INC., 4637  
CHABOT DRIVE STE. 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 \_\_\_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)
				(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>	23,654	D \$ 25.6424	1,346	D
Class A Common Stock	10/14/2014		S <sup>(1)</sup>	1,346	D \$ 26.2089	0	D
Class A Common Stock	10/15/2014		C	25,000	A \$ 0	25,000	D

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Stock

Class A Common Stock	10/15/2014	<u>S<sup>(1)</sup></u>	6,360	D	\$ 25.2014 <u>(4)</u>	18,640	D
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Class A Common Stock	10/15/2014	<u>S<sup>(1)</sup></u>	18,640	D	\$ 25.9311 <u>(5)</u>	0	D
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Class A Common Stock	10/14/2014	<u>C</u>	2,500	A	\$ 0	2,500	I
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By  
Young  
Sohn  
Grantor  
Retained  
Annuity  
Trust  
dated  
May 21,  
2013 <sup>(6)</sup>

Class A Common Stock	10/14/2014	<u>S<sup>(1)</sup></u>	2,500	D	\$ 25.37	0	I
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By  
Young  
Sohn  
Grantor  
Retained  
Annuity  
Trust  
dated  
May 21,  
2013 <sup>(6)</sup>

Class A Common Stock	10/15/2014	<u>C</u>	2,500	A	\$ 0	2,500	I
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By  
Young  
Sohn  
Grantor  
Retained  
Annuity  
Trust  
dated  
May 21,  
2013 <sup>(6)</sup>

Class A Common Stock	10/15/2014	<u>S<sup>(1)</sup></u>	2,500	D	\$ 25	0	I
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By  
Young  
Sohn  
Grantor  
Retained  
Annuity  
Trust  
dated  
May 21,  
2013 <sup>(6)</sup>

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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.**

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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	(7)	10/14/2014		C	25,000	(7) (7)		Class A Common Stock	25,000
Class B Common Stock	(7)	10/15/2014		C	25,000	(7) (7)		Class A Common Stock	25,000
Class B Common Stock	(7)	10/14/2014		C	2,500	(7) (7)		Class A Common Stock	2,500
Class B Common Stock	(7)	10/15/2014		C	2,500	(7) (7)		Class A Common Stock	2,500

