#### Edgar Filing: PFSWEB INC - Form 4

PFSWEB IN Form 4 July 10, 201												
FORM		~~~			~ •					OMB AI	PPROVAL	
	• • UNITED	STATES						IGE C	OMMISSION	OMB Number:	3235-0287	
if no lon, subject to Section 1 Form 4 c Form 5 obligatio may con	obligations may continue. See InstructionSection 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940							Expires:January 31, 2005Estimated average burden hours per response0.5				
(Print or Type	Responses)											
	Address of Reporting CYNTHIA D	Person *	2. Issuer Symbol PFSWE			Ticker or T FSW]	Trading	5	5. Relationship of Issuer			
(Last)						-			(Check all applicable)			
C/O PFSW	EB, 505 MILLEN	INIUM	(Month/D 07/06/20	-	r)				below)	title 10% below) former EVP	Owner er (specify	
	(Street)		4. If Ame Filed(Mon			te Original			6. Individual or Jo Applicable Line) _X_ Form filed by O Form filed by M	One Reporting Pe	rson	
ALLEN, T									Person		F	
(City)	(State)	(Zip)	Tabl	e I - No	n-D	erivative S	ecurit	ies Acq	uired, Disposed of	, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Dat (Month/Day/Year)	Executio any	ecution Date, if Transaction(A) or Disposed of (D) Securities Form: I y Code (Instr. 3, 4 and 5) Beneficially (D) or ionth/Day/Year) (Instr. 8) Owned Indirect (A) Reported or Transaction(s)							6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		
Common						Amount	(D)	Price \$	(Instr. 3 and 4)			
Stock	07/06/2017			М	V	654	А	4.14	77,863	D		
Common Stock	07/06/2017			S	V	654	D	\$ 8.02 (1)	77,209	D		
Common Stock	07/06/2017			Μ	v	8,169	А	\$4	85,378	D		
Common Stock	07/06/2017			S	V	8,169	D	\$ 8.02 (1)	77,209	D		
	07/07/2017			Μ	V	6,650	А	\$4	83,859	D		

Common Stock								
Common Stock	07/07/2017	S	V	6,650	D	\$8	77,209	D
Common Stock	07/10/2017	М	V	2,181	А	\$4	79,390	D
Common Stock	07/10/2017	S	V	2,181	D	\$8	77,209	D
Common Stock	07/10/2017	М	V	40,000	А	\$ 5	117,209	D
Common Stock	07/10/2017	S	V	40,000	D	\$8	77,209	D

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.

# 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. 5. Number of TransactionDerivative Code Securities (Instr. 8) Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exer Expiration D (Month/Day/	ate	7. Title and Amount of Underlying Securities (Instr. 3 and 4)			
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option to buy <u>(2)</u>	\$ 4.14	07/06/2017		М	V		654	(3)	05/19/2018	Common Stock	654
Option to buy (2)	\$4	07/06/2017		М	V		8,169	(4)	04/18/2020	Common Stock	8,169
Option to buy (2)	\$4	07/07/2017		М	V		6,650	(4)	04/18/2020	Common Stock	6,650
Option to buy (2)	\$4	07/10/2017		М	V		2,181	(4)	04/18/2020	Common Stock	2,181
Option to buy $(2)$	\$ 5	07/10/2017		М	V		40,000	(5)	03/29/2021	Common Stock	40,000

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## **Reporting Owners**

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer

ALMOND CYNTHIA D C/O PFSWEB, 505 MILLENNIUM ALLEN, TX 75013

Former EVP

Other

### Signatures

/s/ Cynthia Almond

07/10/2017

<u>\*\*</u>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).

The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$8.00 to \$8.05 inclusive. The reporting person undertakes to provide to PFSweb, Inc., any security holder thereof or the Securities and

- (1) Exchange Commission, upon request, information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- (2) Exercise of employee stock option issued under the Employee Stock Option Plan.
- (3) These shares became exercisable on a cumulative basis from May 20, 2008 to May 20, 2011.
- (4) These shares became exercisable on a cumulative basis from April 19, 2010 to April 19, 2013.
- (5) These shares became exercisable on a cumulative basis from March 30, 2011 to March 30, 2014.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.