## Edgar Filing: Cox Christopher K - Form 4

| if no lo<br>subject<br>Section<br>Form 4<br>Form 5<br>obligat<br>may co | 019<br><b>M 4</b> UNITED<br>this box<br>nger<br>to<br>a 16.<br>or<br>Filed pu<br>section 17<br>truction | MENT OF<br>arsuant to S<br>(a) of the F | W<br>CHA<br>ection<br>Public V  | ashingto<br>NGES II<br>SECU<br>16(a) of<br>Utility Ho | n, D.C. 2<br>N BENE<br>JRITIES<br>the Secur<br>olding Co | FICI  | AL OWN               | OMMISSION<br>NERSHIP OF<br>Act of 1934,<br>1935 or Section<br>0   | OMB<br>Number:<br>Expires:<br>Estimated a<br>burden hou<br>response        | irs per  |  |  |
|---|---|---|---------------------------------|---|--|---|----------------------|---|--|--|--|--|
|   | -   |   |                                 |   |  |   |                      |   |  |  |  |  |
| 1. Name and Address of Reporting Person <u>*</u><br>Cox Christopher K   |   |   |                                 | ier Name <b>a</b><br>l<br>ook Inc []                  |  | or Tra  | ding                 | 5. Relationship of Reporting Person(s) to<br>Issuer   |  |  |  |  |
| (Last) (First) (Middle)   |   |   | 3. Date of Earliest Transaction |   |  |   |                      | (Check all applicable)  |  |  |  |  |
|   |   |   |                                 | /Day/Year)<br>/2019                                   | •  |   |                      | Director 10% Owner<br>_X Officer (give title Other (specify<br>below) below)<br>Chief Product Officer                 |  |  |  |  |
|   |   | nendment, I<br>Ionth/Day/Ye             | -                               | nal   |  | . Individual or Joint/Group Filing(Check<br>.pplicable Line)<br>X_ Form filed by One Reporting Person |                      |   |  |  |  |  |
| MENLO PARK, CA 94025 Form filed by More than One Reportin<br>Person     |   |   |                                 |   |  |   |                      |   |  | eporting   |  |  |
| (City)  | (State)   | (Zip)                                   | Ta                              | ble I - Non   | -Derivativ   | e Seci  | urities Acqu         | iired, Disposed of,   | or Beneficial  | lly Owned  |  |  |
| 1.Title of<br>Security<br>(Instr. 3)                                    | 2. Transaction Date<br>(Month/Day/Year)   |   | Date, if                        | 3.<br>Transactic<br>Code<br>(Instr. 8)<br>Code V      | orDisposed<br>(Instr. 3, 4                               | of (D)  | )                    | or 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4)                    |  |  |
| Class A<br>Common<br>Stock  | 04/03/2019  |   |                                 | S <u>(1)</u>  | 58,300   | D   | \$<br>175.015<br>(2) | 8 25,141  | D  |  |  |  |
| Class A<br>Common<br>Stock  |   |   |                                 |   |  |   |                      | 74,107  | I  | Christopher<br>K. Cox<br>2017<br>Annuity<br>Trust u/a/d<br>10/24/2017<br>( <u>3)</u> |  |  |
| Class A<br>Common   |   |   |                                 |   |  |   |                      | 125,893   | Ι  | Christopher<br>K. Cox  |  |  |

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| Stock<br>Class A<br>Common<br>Stock  |   |                            |         |  |                      |           | 74,1                                | 07 I               |   | Tru:<br>DTI<br>12/J<br>(4)<br>Chr<br>K. C<br>201<br>Anr<br>Tru:<br>U/A | uity<br>st II U/A<br>D<br>19/2018<br>istopher<br>Cox |  |
|--|---|----------------------------|---------|--|----------------------|-----------|-------------------------------------|--------------------|---|--|--|--|
| 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<br>Derivative<br>Security<br>(Instr. 3)  | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transacti<br>(Month/Day |         | 3A. Deemed<br>Execution Date, i<br>any<br>(Month/Day/Yea | Code                 | of        | Expiration Date<br>(Month/Day/Year) |                    | 7. Title and<br>Amount of<br>Underlying<br>Securities<br>(Instr. 3 and 4) |  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5)  | 9. Nu<br>Deriv<br>Secu<br>Bene<br>Owno<br>Follo<br>Repo<br>Trans<br>(Instr |
|  |   |                            |         |  | Code V               | (A) (D)   | Date<br>Exercisable                 | Expiration<br>Date | Title   | Amount<br>or<br>Number<br>of<br>Shares                                 |  |  |
| Reporting Owners   |   |                            |         |  |                      |           |                                     |                    |   |  |  |  |
| Reporting  | Owner Name  | e / Address                |         | R  | Relationships        |           |                                     |                    |   |  |  |  |
| 1601 WII   | stopher K<br>EBOOK, IN<br>LOW ROA<br>PARK, CA                         | D                          | Directo | r 10% Owner  | Officer<br>Chief Pro | duct Offi | Other                               |                    |   |  |  |  |

## Signatures

/s/ Michael Johnson as attorney-in-fact for Christopher K. Cox

04/05/2019

\*\*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 a Rule 10b5-1 trading plan adopted by the holder.

The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$175.00 to \$175.12 per share, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the

- (2) staff of the Securities and Exchange Commission, upon written request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- (3) Shares held of record by Christopher K. Cox, Trustee of The Christopher K. Cox 2017 Annuity Trust u/a/d 10/24/2017.
- (4) Shares held of record by Christopher K. Cox, Trustee of The Christopher K. Cox 2018 Annuity Trust II U/A DTD 12/19/2018.
- (5) Shares held of record by Christopher K. Cox, Trustee of The Christopher K. Cox 2018 Annuity Trust III U/A DTD 12/19/2018.

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.