

PFSWEB INC  
Form 4  
April 01, 2016

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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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 \*  
ALMOND CYNTHIA D

(Last) (First) (Middle)

C/O PFSWEB, 505 MILLENNIUM

(Street)

ALLEN, TX 75013

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
PFSWEB INC [PFSW]

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/30/2016

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)

Executive Vice President

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 Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock <sup>(1)</sup>	03/30/2016		M	V 20,000 A \$ 4	57,420	D	
Common Stock	03/30/2016		S	V 20,000 D \$ 13.09 <sup>(2)</sup>	37,420	D	
Common Stock	03/30/2016		S	V 12,766 D \$ 13.2 <sup>(3)</sup>	24,654	D	
Common Stock <sup>(4)</sup>	03/31/2016		M	V 18,043 A <sup>(4)</sup>	42,697	D	
Common Stock <sup>(5)</sup>	03/31/2016		F	V 4,772 D \$ 13.2	37,925	D	

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Common Stock <u>(6)</u>	03/31/2016	A	V	1,250	A	\$ 0	39,175	D
Common Stock <u>(5)</u>	03/31/2016	F	V	331	D	\$ 13.2	38,844	D
Common Stock <u>(6)</u>	03/31/2016	A	V	18,085	A	<u>(4)</u>	56,929	D
Common Stock <u>(5)</u>	03/31/2016	F	V	4,783	D	\$ 13.2	52,146	D
Common Stock <u>(4)</u>	03/31/2016	A	V	8,531	A	<u>(4)</u>	60,677	D
Common Stock <u>(5)</u>	03/31/2016	F	V	2,256	D	\$ 13.2	58,421	D

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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Option to buy <u>(1)</u>	\$ 4	03/30/2016		M	V 20,000	<u>(7)</u> 04/18/2020	Common Stock 20,000
Performance Share Award	<u>(8)</u>	03/31/2016		M	V 18,043	<u>(8)</u> <u>(8)</u>	Common Stock 18,043
Restricted Stock Unit	<u>(9)</u>	03/31/2016		M	V 1,250	<u>(9)</u> <u>(9)</u>	Common Stock 1,250
Restricted Stock Unit	<u>(6)</u>	03/31/2016		M	V 18,085	<u>(6)</u> <u>(6)</u>	Common Stock 18,085
Performance Share Award	<u>(8)</u>	03/31/2016		M	V 8,531	<u>(8)</u> <u>(8)</u>	Common Stock 8,531

