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PFSWEB IN Form 4	NC										
April 13, 20	17										
FORM	ЛЛ						E COMMISSION		PPROVA	L	
	Nome Number:	er: 3235-0									
Check th if no lon subject t Section Form 4 o Form 5 obligatio may con <i>See</i> Instr	ger o 16. or Filed pur ons tinue.	rsuant to S (a) of the F	CHAI ection Public U	Washington, D.C. 20549 CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES tion 16(a) of the Securities Exchange Act of 1934 olic Utility Holding Company Act of 1935 or Sect the Investment Company Act of 1940					January 31 Expires: 2005 Estimated average burden hours per response 0.5		
1(b).											
(Print or Type	Responses)										
1. Name and A MADDEN		2. Issuer Name and Ticker or Trading Symbol PFSWEB INC [PFSW]				5. Relationship of Reporting Person(s) to Issuer					
(Last)	(First) (I	rst) (Middle) 3. Date of Earliest Transaction					(Check all applicable)				
C/O PFSWEB, 505 MILLENNIUM			(Month/Day/Year) 03/31/2017			Director 10% Owner X Officer (give title Other (specify below) below) CFO/Executive Vice President					
(Street)			4. If Amendment, Date Original Filed(Month/Day/Year)			 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting 					
ALLEN, T	X 75013						Person	More than One R	eporting		
(City)	(State)	(Zip)	Tab	ole I - Non-l	Derivative	Securities A	Acquired, Disposed	of, or Beneficia	ally Owner	1	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution any	Date, if	Code (Instr. 8)	4. Securiti nAcquired Disposed (Instr. 3, 4 Amount	(A) or of (D) and 5) (A) or	Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature Indirect Beneficia Ownershi (Instr. 4)	ıl	
Reminder: Re	port on a separate line	e for each cla	ass of sec	urities bene	ficially own	ned directly	or indirectly.				
					Perso inform requir	ns who res nation cont ed to resp ys a curre	spond to the colle tained in this form ond unless the for ntly valid OMB co	are not rm	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	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amount of	8.
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onDerivative	Expiration Date	Underlying Securities	De
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)	Se

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(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	(Instr.		Acquired (or Dispose (D) (Instr. 3, 4 and 5)	d of					(Ir
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Restricted Stock Unit	<u>(1)</u>	03/31/2017		А	V	13,867		<u>(1)</u>	<u>(1)</u>	Common Stock	13,867	

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
MADDEN THOMAS J C/O PFSWEB, 505 MILLENNIUM ALLEN, TX 75013			CFO/Executive Vice President					
Signatures								

/s/ Thomas J Madden 04/13/2017 <u>**</u>Signature of Date Reporting Person

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).

Issuance of Restricted Stock Unit Award under the Company's Employee Stock and Incentive Plan (the "Plan"). Each RSU represents a(1) right to receive one share of Common Stock. Subject to three year annual vesting and the other terms and conditions of the Plan and the RSU Award Agreement.

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.