

Tableau Software Inc
Form 4
August 26, 2015

FORM 4

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

Check this box
if no longer
subject to
Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction
1(b).

**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

OMB APPROVAL

OMB
Number: 3235-0287
Expires: January 31,
2005
Estimated average
burden hours per
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person *
Wright Kelly

(Last) (First) (Middle)

C/O TABLEAU SOFTWARE,
INC., 837 N. 34TH ST., SUITE 200

(Street)

SEATTLE, WA 98103

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
Tableau Software Inc [DATA]

3. Date of Earliest Transaction
(Month/Day/Year)
08/24/2015

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer (give title ____ Other (specify
below) below)

Executive VP, Sales

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 Ownership Indirect Beneficial Ownership (Instr. 4)
Class A Common Stock	08/24/2015		C	3,334 (1)	A \$ 0	220,501	D
Class A Common Stock	08/24/2015		S	367 (2)	D \$ 94.41 (3)	220,134	D
Class A Common Stock	08/24/2015		S	300 (2)	D \$ 96.45 (4)	219,834	D
Class A Common	08/24/2015		S	600 (2)	D \$ 97.83 (5)	219,234	D

Edgar Filing: Tableau Software Inc - Form 4

Stock								
Class A Common Stock	08/24/2015	S	1,967 (2)	D	\$ 99.98 (6)	217,267	D	
Class A Common Stock	08/24/2015	S	100 (2)	D	\$ 101.39	217,167	D	
Class A Common Stock	08/25/2015	C	3,334 (1)	A	\$ 0	220,501	D	
Class A Common Stock	08/25/2015	S	167 (2)	D	\$ 95.33 (7)	220,334	D	
Class A Common Stock	08/25/2015	S	400 (2)	D	\$ 97.1 (8)	219,934	D	
Class A Common Stock	08/25/2015	S	500 (2)	D	\$ 98.52 (9)	219,434	D	
Class A Common Stock	08/25/2015	S	2,267 (2)	D	\$ 100.04 (10)	217,167	D	
Class A Common Stock						2,150	I	By Trust

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.

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)	8. Price of Derivative Security (Instr. 3)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of

							Shares		
Class B Common Stock	<u>(11)</u>	08/24/2015	C	3,334	<u>(11)</u>	<u>(12)</u>	Class A Common Stock	3,334	\$
Class B Common Stock	<u>(11)</u>	08/25/2015	C	3,334	<u>(11)</u>	<u>(12)</u>	Class A Common Stock	3,334	\$

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Wright Kelly C/O TABLEAU SOFTWARE, INC. 837 N. 34TH ST., SUITE 200 SEATTLE, WA 98103			Executive VP, Sales	

Signatures

/s/ Keenan Conder,
Attorney-in-fact

08/26/2015

__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) Each share of Class A Common Stock was issued upon conversion of one share of Class B Common Stock.
 - (2) Shares were sold pursuant to a 10b5-1 trading plan.
 - (3) The shares were sold at prices ranging from \$93.77 to \$94.73. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
 - (4) The shares were sold at prices ranging from \$96.01 to \$96.84. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
 - (5) The shares were sold at prices ranging from \$97.48 to \$98.32. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
 - (6) The shares were sold at prices ranging from \$99.36 to \$100.19. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
 - (7) The shares were sold at prices ranging from \$95.32 to \$95.34. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
 - (8) The shares were sold at prices ranging from \$96.51 to \$97.50. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
 - (9) The shares were sold at prices ranging from \$97.90 to \$98.75. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
 - (10) The shares were sold at prices ranging from \$99.41 to \$100.38. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.
 - (11) Each share of Class B Common Stock is convertible at any time at the option of the holder into one share of Class A Common Stock. In addition, each share of Class B Common Stock will convert automatically into one share of Class A Common Stock upon any transfer, whether or not for value and whether voluntary or involuntary or by operation of law, except for certain transfers described in the

Edgar Filing: Tableau Software Inc - Form 4

issuer's amended and restated certificate of incorporation, including, without limitation, certain transfers for tax and estate planning purposes.

(12) Not applicable.

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.