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Cox Christopl Form 4	ner K									
November 22	, 2017									
FORM	OMMISSION	OMB APPROVAL								
-	UNITED		Vashingto				01111115510IN	OMB Number:	3235-0287	
Check this if no longe subject to Section 16 Form 4 or	er STATE	MENT OF CH	ANGES I	·	FICI		ERSHIP OF	Expires: Estimated a burden hou response	irs per	
Form 5 obligations may continue. See Instruction 1(b). 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 Re	esponses)									
1. Name and Ad Cox Christop	suer Name a ol book Inc		or Tra	8	5. Relationship of Reporting Person(s) to Issuer					
(Last)	(First)	te of Earliest		n		(Check all applicable) Director 10% Owner XOfficer (give title Other (specify below) below) Chief Product Officer				
C/O FACEB WILLOW RO	OOK, INC., 16 DAD	th/Day/Year 1/2017)							
	Amendment, Month/Day/Y	-	nal		6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting					
MENLO PAI	RK, CA 94025						Person	ore than one ro	cporting	
(City)	(State)	(Zip)	able I - No	n-Derivativ	e Seci	urities Acqu	ired, Disposed of,	or Beneficial	lly Owned	
	Transaction Date Ionth/Day/Year)	2A. Deemed Execution Date, it any (Month/Day/Year	Code	iorDisposed (Instr. 3, -	of (D)	r 5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
				- · ·	or	D.'	Transaction(s) (Instr. 3 and 4)	(Instr. 4)		
Class A			Code V	Amount	(D)	Price \$				
	1/21/2017		S <u>(1)</u>	15,088	D	179.598 (2)	5 56,622	D		
Class A Common 1 Stock	1/21/2017		S <u>(1)</u>	912	D	\$ 180.0883 (3)	3 55,710	D		
Class A Common Stock							200,000	I	By Christopher K. Cox 2017 Annuity Trust (4)	

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Class A Common Stock							28,8	16 I	[Inte Tru Cre Uno Chr K. C 200 Ann Tru	ated ler The istopher Cox			
Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. Persons who respond to the collection of SEC 1474														
						Persons who respond to the collection of information contained in this form are no 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)	Derivative Conversion (Month/Day/Year) Security or Exercise				4. f Transactio Code c) (Instr. 8)	of	Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owno Follo Repo Trans (Instr		
										Amount				
					Code V	(A) (D)	Date Exercisable	Expiration Date	Title	or Number of Shares				
Reporting Owners														
Reporting	Owner Name	/ Address		R	elationships									
Reporting			Directo	r 10% Owner	Officer		Other							
1601 WIL	stopher K EBOOK, IN LOW ROA PARK, CA	D			Chief Pro	duct Offi	cer							

Signatures

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

11/22/2017

**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 \$179.00 to \$179.98 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.

The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$180.04 to \$180.13 per share, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the

- (3) store to strong per share, inclusive. The reporting person undertakes to provide to the issuer, any security notice of the issuer, 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.
- (4) Shares held of record by Christopher K. Cox, Trustee of The Christopher K. Cox 2017 Annuity Trust u/a/d 10/24/2017.

Shares held of record by Visra Vichit-Vadakan, Trustee of the Remainder Interest Trust under the Christopher K. Cox 2009 Annuity Trust u/a/d 5/29/2009, the beneficiaries of which include the reporting person's children. The reporting person's spouse is trustee of the

(5) This tand (32)/2009, the beneficial ownership of these shares, and the filing of this report is not an admission that the reporting person is the beneficial owner of these shares for purposes of Section 16 or for any other purpose.

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.