

PFSWEB INC  
Form 4  
September 18, 2015

# 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 \*  
G2 Investment Partners Management LLC

(Last) (First) (Middle)

ONE ROCKEFELLER PLAZA,  
23RD FLOOR

(Street)

NEW YORK, NY 10020

(City) (State) (Zip)

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

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  
 Officer (give title below)  Other (specify below)

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 Indirect Beneficial Ownership (Instr. 4)			
			Code	V	Amount	(A) or (D)	Price			
Common Stock	08/24/2015	08/24/2015	S		7,300	D	\$ 12.4	1,871,315	I	See Footnote (1)
Common Stock	08/24/2015	08/24/2015	P		49,282	A	\$ 12.3087	1,920,597	I	See Footnote (1)
Common Stock	08/25/2015	08/25/2015	S		57,528	D	\$ 12.6935 (2)	1,863,069	I	See Footnote (1)
Common Stock	08/25/2015	08/25/2015	P		69,662	A	\$ 12.7446	1,932,731	I	See Footnote

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Common Stock	08/26/2015	08/26/2015	S	58,830	D	<sup>(3)</sup> \$ 12.7494	1,873,901	I	<sup>(1)</sup> See Footnote (1)
Common Stock	08/26/2015	08/26/2015	P	57,364	A	<sup>(4)</sup> \$ 12.8098	1,931,265	I	<sup>(1)</sup> See Footnote (1)
Common Stock	08/27/2015	08/27/2015	S	35,309	D	<sup>(5)</sup> \$ 13.0005	1,895,956	I	<sup>(1)</sup> See Footnote (1)
Common Stock	08/27/2015	08/27/2015	P	81,700	A	\$ 13.028	1,977,656	I	<sup>(1)</sup> See Footnote (1)
Common Stock	08/28/2015	08/28/2015	S	100,242	D	<sup>(6)</sup> \$ 13.0257	1,877,414	I	<sup>(1)</sup> See Footnote (1)
Common Stock	08/28/2015	08/28/2015	P	34,181	A	\$ 13.0023	1,911,595	I	<sup>(1)</sup> See Footnote (1)
Common Stock	08/31/2015	08/31/2015	S	52,822	D	<sup>(7)</sup> \$ 13.0034	1,858,773	I	<sup>(1)</sup> See Footnote (1)
Common Stock	08/31/2015	08/31/2015	P	55,469	A	\$ 12.9817	1,914,242	I	<sup>(1)</sup> See Footnote (1)
Common Stock	09/01/2015	09/01/2015	S	10,128	D	<sup>(8)</sup> \$ 13.0046	1,904,114	I	<sup>(1)</sup> See Footnote (1)
Common Stock	09/01/2015	09/01/2015	P	19,886	A	<sup>(9)</sup> \$ 12.9579	1,924,000	I	<sup>(1)</sup> See Footnote (1)
Common Stock	09/02/2015	09/02/2015	P	5,500	A	\$ 13.0045	1,929,500	I	<sup>(1)</sup> See Footnote (1)
Common Stock	09/02/2015	09/02/2015	S	21,493	D	<sup>(10)</sup> \$ 13.007	1,908,007	I	<sup>(1)</sup> See Footnote (1)
Common Stock	09/03/2015	09/03/2015	S	30,207	D	<sup>(11)</sup> \$ 13.0277	1,877,800	I	<sup>(1)</sup> See Footnote (1)
Common Stock	09/03/2015	09/03/2015	P	38,622	A	\$ 13.0303	1,916,422	I	<sup>(1)</sup> See Footnote (1)

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Common Stock	09/04/2015	09/04/2015	S	86,110	D	\$ 13.1339 (12)	1,830,312	I	See Footnote (1)
Common Stock	09/04/2015	09/04/2015	P	40,268	A	\$ 13.2069	1,870,580	I	See Footnote (1)
Common Stock	09/08/2015	09/08/2015	P	18,012	A	\$ 13.5879	1,888,592	I	See Footnote (1)
Common Stock	09/08/2015	09/08/2015	S	47,173	D	\$ 13.5295 (13)	1,841,419	I	See Footnote (1)
Common Stock	09/09/2015	09/09/2015	S	14,000	D	\$ 13.6094 (14)	1,827,419	I	See Footnote (1)
Common Stock	09/09/2015	09/09/2015	P	39,593	A	\$ 13.4496 (15)	1,867,012	I	See Footnote (1)
Common Stock	09/10/2015	09/10/2015	S	13,363	D	\$ 13.301	1,853,649	I	See Footnote (1)
Common Stock	09/10/2015	09/10/2015	P	41,558	A	\$ 13.3073 (16)	1,895,207	I	See Footnote (1)
Common Stock	09/11/2015	09/11/2015	P	33,872	A	\$ 13.3982 (17)	1,929,079	I	See Footnote (1)
Common Stock	09/11/2015	09/11/2015	S	41,665	D	\$ 13.3537 (18)	1,887,414	I	See Footnote (1)
Common Stock	09/16/2015	09/16/2015	S	38,328	D	\$ 13.6389 (19)	\$ 1,849,086	I	See Footnote (1)
Common Stock	09/16/2015	09/16/2015	P	12,186	A	\$ 13.6538	1,861,272	I	See Footnote (1)

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)





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(18) The reported price is the weighted average sale price for sales on September 11, 2015 by the Reporting Persons. The actual prices of such sales ranged from \$13.3501 to \$13.48. The Reporting Persons undertake to provide, upon request by the Commission staff, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

(19) The reported price is the weighted average sale price for sales on September 16, 2015 by the Reporting Persons. The actual prices of such sales ranged from \$13.6388 to \$13.64. The Reporting Persons undertake to provide, upon request by the Commission staff, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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