Edgar Filing: SHUTTERFLY INC - Form 4

SHUTTERF	LY INC											
Form 4												
June 27, 2013	3											
FORM	4		a cecup							OMB A	PPROVAL	
UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549								OMB Number:	3235-0287			
Check this box if no longer				<i>,</i>						Expires:	January 31,	
				GES IN	GES IN BENEFICIAL OWN				NERSHIP OF		2005	
Section 1				SECU	SECURITIES					Estimated average burden hours per		
	Form 4 or								response	•		
Form 5 obligatior	· · · · ·							-	e Act of 1934,			
may conti				•		•	• •		f 1935 or Section	n		
See Instru		30(h)) of the In	vestment	t Co	ompany	/ Act	of 194	10			
1(b).												
(Print or Type R	(esponses)											
(I mit of Type I	(100p 011000)											
1. Name and A	ddress of Reportin	g Person *	2. Issuer	Name and	d Ti	cker or T	Frading	2	5. Relationship of	Reporting Person(s) to		
Black Dwayne A Symbol				ERFLY INC [SFLY]				>	Issuer			
											`	
(Last) (First) (Middle) 3. Date of 1			Earliest Transaction					(Check all applicable)				
				n/Day/Year)					Director	Owner		
2800 BRIDO	GE PARKWAY	ľ	06/25/20	-					Officer (give	er (specify		
									below)	below) P, Operations		
	(Streat)		4 TE A	- J		0				-		
				endment, Date Original onth/Day/Year)					6. Individual or Joint/Group Filing(Check Applicable Line)			
riied(Mont				ul/Day/Tear)					_X_ Form filed by One Reporting Person			
REDWOOD	CITY, CA 94	065							Form filed by M Person	fore than One Re	eporting	
(City)	(State)	(Zip)	Table	e I - Non-l	Deri	ivative S	ecurit	ies Acq	uired, Disposed of	f, or Beneficial	ly Owned	
1.Title of	2. Transaction D	ate 2A. Dee	emed	3.	4	. Securit	ies Ac	quired	5. Amount of	6. Ownership	7. Nature of	
Security	(Month/Day/Yea	ar) Execution	on Date, if	Transaction(A) or Disposed of				of		Form: Direct		
(Instr. 3)		any (Month)	any (Month/Day/Year)		Code (D) $(Instr 8)$ $(Instr 2 4 and 5)$				Beneficially Owned	(D) or	Beneficial	
		(Ivioiiui/			(Instr. 8) (Instr		str. $3, 4 \text{ and } 5$		Following	Indirect (I) (Instr. 4)	Ownership (Instr. 4)	
							(A)		Reported			
							(A) or		Transaction(s)			
				Code V	V	Amount	(D)	Price	(Instr. 3 and 4)			
Common Stock	06/25/2013			S <u>(1)</u>	1	0,000	D	\$ 55	56,237	D		

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.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	4. Transactio Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Secur	unt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
			Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships							
I State and a state	Director	10% Owner	Officer	Other				
Black Dwayne A 2800 BRIDGE PARKWAY REDWOOD CITY, CA 94065			SVP, Operations					
Signatures								

Charlotte Falla, Attorney 06/27/2013 in Fact

**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 transaction reported on this Form 4 was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on August 28, 2012.

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.