

MCADAM JOHN
Form 4
November 13, 2018

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

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(Print or Type Responses)

1. Name and Address of Reporting Person *
MCADAM JOHN

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

(Last) (First) (Middle)

1621 N 34TH ST.

(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
11/09/2018

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

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
Person

SEATTLE, WA 98103

(City) (State) (Zip)

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)
Class A Common Stock	11/09/2018		C	15,000 (3)	A \$ 0	31,835	D
Class A Common Stock	11/09/2018		S	3,342 (5) (6)	D \$ 112.2357	28,493	D
Class A Common Stock	11/09/2018		S	1,266 (5) (7)	D \$ 113.0657	27,227	D
Class A Common Stock	11/09/2018		S	5,827 (5) (8)	D \$ 114.5542	21,400	D

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Class A Common Stock	11/09/2018	S	3,578 (5) (9)	D	\$ 115.2624	17,822	D
Class A Common Stock	11/09/2018	S	788 (5) (10)	D	\$ 116.881	17,034	D
Class A Common Stock	11/09/2018	S	199 (5) (11)	D	\$ 117.8916	16,835	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(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 Underlying Security (Instr. 3 and 4)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Class B Common Stock	<u>(1)</u>	11/09/2018		M		15,000		<u>(1)</u>	<u>(2)</u>	Class A Common Stock	15,000
Stock Option (Right to Buy)	\$ 9.3	11/09/2018		M		15,000		<u>(4)</u>	12/04/2022	Class B Common Stock	15,000
Class B Common Stock	<u>(1)</u>	11/09/2018		C		15,000		<u>(1)</u>	<u>(2)</u>	Class A Common Stock	15,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MCADAM JOHN 1621 N 34TH ST. SEATTLE, WA 98103				

Signatures

Keenan Conder,
Attorney-in-Fact

11/13/2018

__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).
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,
(1) whether or not for value and whether voluntary or involuntary or by operation of law, except for certain transfers described in the issuer's amended and restated certificate of incorporation, including, without limitation, certain transfers for tax and estate planning purposes.
(2) Not applicable.
(3) Each share of Class A Common Stock was issued upon the conversion of one share of Class B Common Stock.
(4) Fully vested.
(5) Shares were sold pursuant to a 10b5-1 Plan.
(6) The shares were sold at prices ranging from \$111.7050 to \$112.6750. 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 \$112.7250 to \$113.60. 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 \$114.00 to \$115.00. 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 \$115.03 to \$116.00. 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 \$116.3450 to \$117.22. 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) The shares were sold at prices ranging from \$117.58 to \$118.08. 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.

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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