

Zendesk, Inc.  
Form 4  
November 18, 2014

**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 \*  
Price Matthew Adrian

(Last) (First) (Middle)

1019 MARKET STREET

(Street)

SAN FRANCISCO, CA 94103

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
Zendesk, Inc. [ZEN]

3. Date of Earliest Transaction  
(Month/Day/Year)  
11/14/2014

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 below) \_\_\_\_ Other (specify below)

SVP of Global Marketing

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<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired<br>(A) or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|
| Common<br>Stock                       | 11/14/2014                              |                                                             | A <sup>(1)</sup>                     | 2,777 A \$ 7.65                                                         | 2,777                                                                                                              | D                                                                    |                                                                   |
| Common<br>Stock                       | 11/17/2014                              |                                                             | M <sup>(2)</sup>                     | 7,376 A \$ 0.61                                                         | 10,153                                                                                                             | D                                                                    |                                                                   |
| Common<br>Stock                       | 11/17/2014                              |                                                             | M <sup>(2)</sup>                     | 2,416 A \$ 2.3                                                          | 12,569                                                                                                             | D                                                                    |                                                                   |
| Common<br>Stock                       | 11/17/2014                              |                                                             | M <sup>(2)</sup>                     | 958 A \$ 9.52                                                           | 13,527                                                                                                             | D                                                                    |                                                                   |
| Common<br>Stock                       | 11/17/2014                              |                                                             | S <sup>(2)</sup>                     | 10,750 D \$ 23.86                                                       | 2,777                                                                                                              | D                                                                    |                                                                   |

# Edgar Filing: Zendesk, Inc. - Form 4

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)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) | 8. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |
|-----------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|--------------------|---------------------------------------------------------------------|---------------------------------------------------------------------|
|                                                     |                                                                       |                                         |                                                             | Code                                    | V (A) (D)                                                                                                       | Date<br>Exercisable                                            | Expiration<br>Date | Title                                                               | Amount<br>or<br>Number<br>of<br>Shares                              |
| Stock<br>Option<br>(Right to<br>Buy)                | \$ 0.61                                                               | 11/17/2014                              |                                                             | M <sup>(2)</sup>                        | 7,376                                                                                                           | <sup>(3)</sup>                                                 | 05/19/2021         | Common<br>Stock                                                     | 7,376                                                               |
| Stock<br>Option<br>(Right to<br>Buy)                | \$ 2.3                                                                | 11/17/2014                              |                                                             | M <sup>(2)</sup>                        | 2,416                                                                                                           | <sup>(4)</sup>                                                 | 07/18/2022         | Common<br>Stock                                                     | 2,416                                                               |
| Stock<br>Option<br>(Right to<br>Buy)                | \$ 9.52                                                               | 11/17/2014                              |                                                             | M <sup>(2)</sup>                        | 958                                                                                                             | <sup>(5)</sup>                                                 | 02/13/2024         | Common<br>Stock                                                     | 958                                                                 |

## Reporting Owners

| Reporting Owner Name / Address                                        | Relationships |           |                               |       |
|-----------------------------------------------------------------------|---------------|-----------|-------------------------------|-------|
|                                                                       | Director      | 10% Owner | Officer                       | Other |
| Price Matthew Adrian<br>1019 MARKET STREET<br>SAN FRANCISCO, CA 94103 |               |           | SVP of<br>Global<br>Marketing |       |

## Signatures

/s/ John Geschke, Attorney-in-Fact for Matthew Adrian  
Price

11/18/2014

\*\*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) Acquisition of shares pursuant to the Issuer's Employee Stock Purchase Plan in a transaction exempt under Rule 16b-3(d).

(2) This transaction was effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person.

1/4th of the shares subject to the option vested on May 5, 2012 and 1/48th of the shares subject to the option shall vest monthly thereafter,  
(3) subject to the Reporting Person's continuous service to the Issuer on each such date. 50% of the then unvested shares are subject to acceleration upon the occurrence of certain events.

1/5th of the shares subject to the option vested on July 18, 2013 and 1/60th of the shares subject to the option shall vest monthly  
(4) thereafter, subject to the Reporting Person's continuous service to the Issuer on each such date. 50% of the then unvested shares are subject to acceleration upon the occurrence of certain events.

The option is immediately exercisable as of the grant date. 1/60th of the shares vest monthly after the vesting commencement date of  
(5) February 13, 2014, subject to the Reporting Person's continuous service to the Issuer on each such date. 50% of the then unvested shares are subject to acceleration upon the occurrence of certain events and are subject to a right of repurchase in favor of the Issuer should the Reporting Person cease to provide continuous service.

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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