

GENOVESE MARY ELLEN P  
Form 4  
September 26, 2017

**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 \*  
GENOVESE MARY ELLEN P

(Last) (First) (Middle)

C/O 8X8 INC., 2125 O'NEL DRIVE

(Street)

SAN JOSE, CA 95131

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol

8X8 INC /DE/ [EGHT]

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

09/22/2017

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)

Chief Financial Officer

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 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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	09/22/2017		J(1)		8,691	A	\$ 13.3
Common Stock	09/22/2017		J(2)		12,778	A	\$ 13.3

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

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SEC 1474  
(9-02)

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**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 of Underlying Security (Instr. 3 and 4)	8. Amount or Number of Shares
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	
Restricted Stock Unit	(3)	09/22/2017		J(1)	8,691	(4) 09/22/2019	Common Stock	8,691
Restricted Stock Unit	(3)	09/22/2017		F(5)	5,232	(4) 09/22/2019	Common Stock	5,232
Restricted Stock Unit	(3)	09/22/2017		J(6)	9,957	09/22/2017 09/22/2017	Common Stock	9,957
Restricted Stock Unit	(3)	09/22/2017		J(2)	12,778	(7) 09/22/2018	Common Stock	12,778
Restricted Stock Unit	(3)	09/22/2017		F(5)	7,693	(7) 09/22/2018	Common Stock	7,693

## Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
GENOVESE MARY ELLEN P C/O 8X8 INC. 2125 O'NEL DRIVE SAN JOSE, CA 95131	Chief Financial Officer

## Signatures

/S/ Mary Ellen  
Genovese 09/26/2017

\*\*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) 8,691 Restricted Stock Units became fully vested and have been converted to Common Stock.
- (2) 12,778 Performance-based Restricted Stock Units became fully vested and have been converted to Common Stock.
- (3) Each restricted stock unit represents a contingent right to receive one share of EGHT common stock.
- (4) This award vests at the rate of one-fourth of such shares at September 22, 2016, one-fourth of such at September 22, 2017, one-fourth of such at September 22, 2018, and one-fourth of such at September 22, 2019.

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(5) Payment of tax liability by withholding securities incident to vesting of restricted stock units.

As previously reported on a Form 4, the reporting person was awarded 21,028 performance share units (PSUs) on September 22, 2015, of which 50% were eligible to vest on each of the second and third anniversaries of the award date. On September 22, 2017, the first

(6) installment of 10,514 PSUs vested at 194.71 % of target, such that 20,471 shares became issuable. Of these shares, 7,693 were issued to the reporting person and the remaining 5,129 were withheld to pay the associated tax liability. The 9,957 units reported in Table II correspond to the additional shares issued in excess of 10,514 share target for the first vesting installment.

RSUs vest (1) 50% on September 19, 2019 and (2) 50% on September 19 2020, in each case subject to performance of 8x8's common stock relative to the Russell 2000 Index during the period from grant date through such vesting date. A 2x multiplier will be applied to the

(7) total shareholder returns (TSR) for each 1% of positive or negative relative TSR, and the number of shares earned will increase or decrease by 2% of the target number shown in table. In the event 8x8's common stock performance is below negative 30%, relative to the benchmark, no shares will be issued. Maximum number of shares issuable is two times the number shown in the table.

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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