J C PENNEY CO INC

Form 4 March 08, 2017

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

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subject to Section 16. Form 4 or Form 5 obligations may continue.

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if no longer

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

1(b).

(Last)

(Print or Type Responses)

See Instruction

1. Name and Address of Reporting Person * Robbins Michael

(First)

(State)

2. Issuer Name and Ticker or Trading Symbol

J C PENNEY CO INC [JCP]

(Month/Day/Year)

C/O J. C. PENNEY COMPANY, INC., 6501 LEGACY DRIVE

(Middle)

(Zip)

3. Date of Earliest Transaction

03/06/2017

Director X_ Officer (give title

below)

Issuer

10% Owner Other (specify

EVP, Supply Chain

5. Relationship of Reporting Person(s) to

(Check all applicable)

(Street) 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

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

PLANO, TX 75024

(City)

1.Title of 2. Transaction Date 2A. Deemed Security (Month/Day/Year) Execution Date, if (Instr. 3) (Month/Day/Year)

3. 4. Securities Acquired Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8)

(A)

5. Amount of Securities Beneficially Owned Following Reported

6. Ownership 7. Nature of Form: Direct Indirect (D) or Beneficial Indirect (I) Ownership (Instr. 4) (Instr. 4)

or Code V Amount (D)

Transaction(s) (Instr. 3 and 4) Price

Common

Value

Stock of 50 03/06/2017 cents Par

167,785 Α (1)

\$0 217,576 D

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

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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 or 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 Securities (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amoun or Numbe of Shar
Employee stock option/Right to Buy	\$ 5.96	03/06/2017		A	68,259	(2)	03/05/2027	Common Stock	68,25

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Robbins Michael

C/O J. C. PENNEY COMPANY, INC.

6501 LEGACY DRIVE

PLANO, TX 75024

EVP, Supply Chain

Signatures

*** /s/ David A. Shipley, attorney

03/08/2017

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) Represents restricted stock units granted under the Company's 2016 Long-Term Incentive Plan.
- (2) Represents grant of employee stock options under the Company's 2016 Long-Term Incentive Plan which vest one-third on March 6, 2018, one-third on March 6, 2019 and one-third on March 6, 2020.
- (3) Represents current grant of stock options. Including the reported grant, Mr. Robbins beneficially owns an aggregate of 103,259 stock options at various exercise prices.

Remarks:

*** Under continuing POA as filed with the S.E.C.

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.

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