WILKE JE Form 4	FFREY A											
September	14, 2018											
FOR			CECU	DITIEC		vou		OMMISSION		PROVAL		
	UNITED	SIAIES		ashingto				DMMISSION	OMB Number:	3235-0287		
Check t if no lo subject Section Form 4 Form 5 obligati may co <i>See</i> Inst	to 16. or Filed pu tons ntinue.	Section Public U	CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES ection 16(a) of the Securities Exchange Act of 1934, Public Utility Holding Company Act of 1935 or Section of the Investment Company Act of 1940						January 31, 2005 verage s per 0.5			
l(b). (Print or Type	Responses)											
WILKE JEFFREY A Sym				er Name <b>a</b>			]	ssuer				
(Last)	(First)	(Middle)	3. Date	of Earliest	Transactic	n		(Check	all applicable)			
P.O. BOX 81226								pelow)	Contract Con			
				nendment, l onth/Day/Ye	-	nal	-	Applicable Line) _X_ Form filed by Or	Form filed by One Reporting Person Form filed by More than One Reporting			
(City)	(State)	(Zip)	Tal	ble I - Non	-Derivativ	ve Sec			or Beneficiall <sup>,</sup>	v Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution I any	Date, if TransactionDisposed of (D) Secu Code (Instr. 3, 4 and 5) Bene (A) Follo (A)					6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership			
Common Stock, par value \$.01 per share				Code V	Amount	or (D)	Price	(Instr. 3 and 4)				
Common Stock, par value \$.01 per share	09/12/2018			S <u>(1)</u>	200	D	\$ 1,990.54 (2)	<sup>45</sup> 51,840	I	In trust		
Common Stock, par	09/12/2018			S <u>(1)</u>	100	D	\$ 1,988.125	51,740 6	Ι	In trust		

	Ŭ	0						
value \$.01 per share					(3)			
Common Stock, par value \$.01 per share	09/12/2018	S <u>(1)</u>	100	D	\$ 1,986.31	51,640	I	In trust
Common Stock, par value \$.01 per share	09/12/2018	S <u>(1)</u>	400	D	\$ 1,983.4881 (4)	51,240	Ι	In trust
Common Stock, par value \$.01 per share	09/12/2018	S <u>(1)</u>	300	D	\$ 1,982.4591 (5)	50,940	I	In trust
Common Stock, par value \$.01 per share	09/12/2018	S <u>(1)</u>	300	D	\$ 1,980.4837 ( <u>6)</u>	50,640	I	In trust
Common Stock, par value \$.01 per share	09/12/2018	S <u>(1)</u>	200	D	\$ 1,979.4436 (7)	50,440	I	In trust
Common Stock, par value \$.01 per share	09/12/2018	S <u>(1)</u>	100	D	\$ 1,978.0883 (8)	50,340	I	In trust
Common Stock, par value \$.01 per share	09/12/2018	S <u>(1)</u>	200	D	\$ 1,975.67	50,140	I	In trust
Common Stock, par value \$.01 per share	09/12/2018	S <u>(1)</u>	100	D	\$ 1,967.81	50,040	Ι	In trust
Common Stock, par value						533.475	Ι	Held by the reporting person's

\$.01 per share

Amazon.com 401(k) plan account

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)

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. Transactic Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Titl Amou Under Secur (Instr.	int of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owna Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

# **Reporting Owners**

Reporting Owner Name / Address				
	Director	10% Owner	Officer	Other
WILKE JEFFREY A P.O. BOX 81226 SEATTLE, WA 98108-1226			CEO Worldwide Consumer	
Signatures				
				• •

/s/ by Mark F. Hoffman as attorney-in-fact for JEFFREY A. WILKE, CEO Worldwide Consumer

\*\*Signature of Reporting Person

## **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) This transaction was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person.
- (2) Represents the weighted average sale price. The highest price at which shares were sold was 1,990.57 and the lowest price at which shares were sold was 1,990.52.

09/14/2018

Date

- $(3) \quad \begin{array}{l} \text{Represents the weighted average sale price. The highest price at which shares were sold was $1,988.15 and the lowest price at which shares were sold was $1,988.09. \end{array}$
- (4) Represents the weighted average sale price. The highest price at which shares were sold was 1,983.90 and the lowest price at which shares were sold was 1,982.97.
- (5) Represents the weighted average sale price. The highest price at which shares were sold was 1,982.74 and the lowest price at which shares were sold was 1,982.03.
- (6) Represents the weighted average sale price. The highest price at which shares were sold was \$1,980.81 and the lowest price at which shares were sold was \$1,979.96.
- (7) Represents the weighted average sale price. The highest price at which shares were sold was \$1,979.60 and the lowest price at which shares were sold was \$1,979.31.
- (8) Represents the weighted average sale price. The highest price at which shares were sold was \$1,978.28 and the lowest price at which shares were sold was \$1,978.01.
- (9) Represents the weighted average sale price. The highest price at which shares were sold was 1,975.97 and the lowest price at which shares were sold was 1,975.37.

#### **Remarks:**

The reporting person undertakes to provide, upon request by the staff of the SEC, the issuer, or a security holder of the issuer,

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.