

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person* <u>ALMOND CYNTHIA D</u> (Last) (First) (Middle) <u>C/O PFSWEB, 505 MILLENNIUM</u> (Street) <u>ALLEN TX 75013</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>PFSWEB INC [PFSW]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner Officer (give title below) <input checked="" type="checkbox"/> Other (specify below) <u>Former EVP</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>05/12/2017</u>	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	
		6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	05/12/2017		M	V	4,255	A	\$4.42	70,174	D	
Common Stock	05/12/2017		S	V	4,255	D	\$7.57 ⁽¹⁾	65,919	D	
Common Stock ⁽²⁾	05/16/2017		M	V	1,250	A	⁽²⁾	67,169	D	
Common Stock ⁽³⁾	05/16/2017		F	V	459	D	\$7.32	66,710	D	
Common Stock ⁽⁴⁾	05/16/2017		M	V	18,085	A	⁽⁴⁾	84,795	D	
Common Stock ⁽³⁾	05/16/2017		F	V	7,586	D	\$7.32	77,209	D	

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Amount or Number of Shares
Option to buy ⁽⁵⁾	\$4.42	05/12/2017		M	V		4,255	⁽⁶⁾	05/15/2017	Common Stock	4,255	\$0.00	0	D	
Restricted Stock Unit	⁽⁷⁾	05/16/2017		M	V		1,250	⁽⁷⁾	⁽⁷⁾	Common Stock	1,250	\$0.00	0	D	

Explanation of Responses:

- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$7.53 to \$7.60 inclusive. The reporting person undertakes to provide to PFSweb, Inc., any security holder thereof or the Securities and Exchange Commission, upon request, information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- Settlement of Restricted Stock Unit Award issued under the 2005 Employee Stock Option and Incentive Plan (the "Plan").
- Shares of common stock withheld by Issuer to satisfy tax withholding obligation
- Other Stock Based Award issued under the Plan.
- Exercise of employee stock option issued under the Plan.
- These shares became exercisable on a cumulative basis from May 16, 2007 to May 16, 2010
- Settlement of Restricted Stock Unit Award granted under the Plan.

Remarks:

/s/ Cynthia Almond 05/16/2017
 ** Signature of Reporting Person Date

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.