

J C PENNEY CO INC  
Form 4  
August 03, 2006

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**HICKS KEN C**

(Last) (First) (Middle)

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

(Street)

**PLANO, TX 75024**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**J C PENNEY CO INC [JCP]**

3. Date of Earliest Transaction (Month/Day/Year)  
**08/01/2006**

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
**President / Chief Merchandising Officer**

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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)   |
|-----------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-------------------------------------|
|                                   |                                      |  |                                | (A) or (D) Price  |   |  |                                     |
| Common Stock of 50 cent Par Value |                                      |  |                                |   | 15,000  | D  |                                     |
| Common Stock of 50 cent Par Value |                                      |  |                                |   | 945.1784 <sup>(1)</sup>   | I  | By Trustee of 401(k) <sup>(1)</sup> |
| Common Stock of 50 cent Par Value |                                      |  |                                |   | 13,813 <sup>(2)</sup>   | D  |                                     |

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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 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) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| Mirror Savings Plan                        | (3)  |                                      |  |                                |   | (3) (3)  | Common Stock 1,85   |
| Employee Stock Option (right to buy)       | \$ 62.5  | 08/01/2006                           |  | A                              | 29,904 (4)  | 08/01/2007(4) 07/31/2016                                 | Common Stock 29   |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |           |                             |
|---|---------------|-----------|-----------|-----------------------------|
|   | Director      | 10% Owner | Officer   | Other                       |
| HICKS KEN C<br>C/O J. C. PENNEY COMPANY, INC.<br>6501 LEGACY DRIVE<br>PLANO, TX 75024 |               |           | President | Chief Merchandising Officer |

## Signatures

\*\*\*s/ Salil R. Virkar, attorney in fact 08/03/2006

\*\*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) Equivalent shares based on units of JCPenney stock held by trustee of 401(k) plan and assigned to Mr. Hicks' account, as of July 31, 2006, pursuant to plan. Differences in totals reported since last Form 4 or Form 5 represent units acquired by trustee since then in the ordinary course of plan's administration and reflects adjustments made to all equivalent shares in plan, divided among accounts of all

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participants in plan, all exempt under Rule 16b-3.

- (2) On January 3, 2005, Mr. Hicks was granted 13,813 shares of restricted stock which vest on January 3, 2008.
  - (3) Equivalent shares based on units credited under the Company's Mirror Savings Plan I, II, III.
  - (4) Grant of stock options from the Company's 2005 Equity Compensation Plan. One-third of stock options will vest on August 1, 2007, August 1, 2008, and August 1, 2009, respectively.
- In total (including the employee stock options reported in Table II above), Mr. Hicks directly beneficially owns 192,208 employee stock
- (5) options representing rights to purchase an equivalent number of shares of Common Stock, which have various exercise prices, exercise dates, and expiration dates.

### Remarks:

\*\*\*Under POA as filed herewith.

### Exhibit List:

Exhibit 24 Power of Attorney (POA)

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.