

GENOMIC HEALTH INC
Form 4
November 12, 2008

FORM 4

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

OMB APPROVAL

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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 *

Cole G Bradley

(Last) (First) (Middle)

301 PENOBSCOT DRIVE

(Street)

REDWOOD CITY, CA 94063

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

GENOMIC HEALTH INC [GHDX]

3. Date of Earliest Transaction

(Month/Day/Year)

11/10/2008

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)

EVP & CFO

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)			
			Code	V	Amount or Price (A) or (D)					
Common Stock	11/10/2008		M		5,000	A	\$ 1.33 (1)	9,000	D	
Common Stock (2)	11/10/2008		S		5,000 (2)	D	\$ 20.1773 (3) (4)	4,000	D	
Common Stock	11/10/2008		M		5,000	A	\$ 1.33 (1)	9,000	D	
Common Stock (5)	11/10/2008		S		5,000 (5)	D	\$ 20.167 (3) (4)	4,000	D	

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 Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 1.33 ⁽¹⁾	11/10/2008		M	5,000 ⁽¹⁾	⁽⁶⁾ 07/06/2014	common stock	5,000
Employee Stock Option (right to buy)	\$ 1.33 ⁽¹⁾	11/10/2008		M	5,000 ⁽¹⁾	⁽⁶⁾ 07/06/2014	common stock	5,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Cole G Bradley 301 PENOBSCOT DRIVE REDWOOD CITY, CA 94063			EVP & CFO	

Signatures

G. Bradley Cole,
Attorney-in-Fact 11/12/2008

 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).

- The number of shares originally covered by the exercised option was 150,000 with an exercise price per share of \$1.38. In connection
- (1) with the issuer's initial public offering on October 4, 2005, a conditional dividend was issued which increased the number of shares covered by the option by 6,033 to 156,033, reducing the effective exercise price per share to \$1.33.
 - (2) This sale of common stock was effected pursuant to a Rule 10b5-1 sales plan adopted by the reporting person on December 4, 2007.
 - (3) Represents weighted average sale price. Actual sale prices ranged from \$20.01 to \$20.36.
 - (4) Reporting person undertakes to provide upon request by the Securities and Exchange Commission, the Issuer or a securityholder of the Issuer detailed information regarding the price and number of shares sold within the aforementioned range.
 - (5) This sale of common stock was effected pursuant to a Rule 10b5-1 sales plan adopted by the reporting person on September 5, 2008.
 - (6) The option becomes exercisable as to 25% of the shares, or 39,009 shares, on July 6, 2005, and becomes exercisable as to 1/48th of the shares each full month thereafter.

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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