

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

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

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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

1. Name and Address of Reporting Person *				2. Issuer Name and Ticker or Trading Symbol							bol		5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
Lore Marc I	E .				W	alm	art Iı	1c. [WI	MT]					incubic)			
(Last) (First) (Middle)				3. Date of Earliest Transaction (MM/DD/YYYY)							Y)	Director 10% Owner X Officer (give title below) Other (specify below)				fy below)		
221 RIVER STREET, 8TH FLOOR					2/20/2018								Executive Vio	Executive Vice President				
	(Stre	et)			4. I	f An	nendme	ent, Date (Origi	inal Fil	ed (MM/	DD/YY	YY)	6. Individual o	or Joint/G	roup Filing	(Check Appl	icable Line)
HOBOKEN, NJ 07030 (City) (State) (Zip)												_ X _ Form filed by One Reporting Person _ Form filed by More than One Reporting Person						
(0	11) (51			I - Non-	Der	ivati	ive Sec	urities A	equi	red, Di	sposed	of, or	Be	eneficially Owne	ed			
1.Title of Security (Instr. 3) 2. Tran			2. Trans. D	I	2A. Deemed Execution Date, if any		3. Trans. Co (Instr. 8)	ode	e 4. Securities Acquire or Disposed of (D) (Instr. 3, 4 and 5)) `		5. Amount of Securities Beneficially Owner Following Reported Transaction(s) (Instr. 3 and 4)			6. 7. Nature Ownership Form: Beneficial Direct (D) Ownership		
								Code	V	Amoun	(A) or (D)	Pric	e					(Instr. 4)
Common 2/20/2018				3		F		21880 (1)	D	\$104.	78	3294538			D			
	Tab	le II - Dei	rivative	Securit	ies E	Bene	ficially	Owned (e.g.	, puts,	calls, v	varra	nts	, options, conve	rtible sec	curities)		
1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	Date	3A. Deer Execution Date, if a	n (Inst	rans. (tr. 8)	Acquire Dispose		ve Securities d (A) or		6. Date Exercisable and Expiration Date			ritie: vativ	s Underlying ve Security		9. Number of derivative Securities Beneficially Owned	Ownership Form of Derivative Security:	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				С	ode	v	(A)	(D)	Dat Exe	te ercisable	Expiratio Date	n Title		mount or Number of nares		Following Reported Transaction(s) (Instr. 4)	Direct (D) or Indirect (I) (Instr. 4)	

Explanation of Responses:

(1) Represents stock units withheld to satisfy tax withholding obligations upon the partial vesting of previously reported 3,554,093 restricted stock units (the "RSUs") that were granted to the Reporting Person on September 19, 2016, in connection with, and in consideration of, the Issuer's acquisition of Jet.com, Inc. and the Reporting Person becoming an employee and executive officer of the Issuer. The Reporting Person cannot exercise voting rights over the remaining portion of the unvested RSUs.

Reporting Owners

Reporting Owner Name / Address		Relationships						
ľ	Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
	Lore Marc E.							
4	221 RIVER STREET, 8TH FLOOR			Executive Vice President				
]	HOBOKEN, NJ 07030							

Signatures

/s/ Kristopher A. Isham, by power of attorney	2/22/2018		
** 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 control number.