FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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| OMB Number:          | 3235-0287 |  |  |  |  |  |
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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

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* Frankfurt Robert |   |  |  |        |   | 2. Issuer Name and Ticker or Trading Symbol PFSWEB INC [ PFSW ] |                     |                    |  |         |   |                            |                          |   | tionship o<br>all applic<br>Directo                | able)  | g Pers              | on(s) to Issu<br>10% Ow  |  |  |
|---|---|--|--|--------|---|---|---------------------|--------------------|--|---------|---|----------------------------|--------------------------|---|--|--|---------------------|--|--|--|
| (Last) (First) (Middle) C/O PFSWEB, INC                   |   |  |  |        |   | 3. Date of Earliest Transaction (Month/Day/Year) 07/01/2020     |                     |                    |  |         |   |                            |                          |   | Officer (give title below)                         |  | Other (sp<br>below) |  | pecify   |  |
| 505 MILLENNIUM DRIVE                                      |   |  |  |        | 4. If                                   | 4. If Amendment, Date of Original Filed (Month/Day/Year)        |                     |                    |  |         |   |                            |                          | 6. Individual or Joint/Group Filing (Check Applicable Line) |  |  |                     |  |  |  |
| (Street)  | T   | ζ '  | 75013  |        |   |   |                     |                    |  |         |   |                            |                          | X   |  | led by More  |                     | rting Persor<br>One Repor  |  |  |
| (City)  | (St   | ate)                                       | (Zip)  |        |   |   |                     |                    |  |         |   |                            |                          |   |  |  |                     |  |  |  |
|   |   | Tab  | le I - Nor                                     | -Deriv | ative                                   | Sec   | curities            | s Ac               | quired, D  | isp     | osed c  | of, or Be                  | neficia                  | lly (   | Owned  | Ι .  |                     |  |  |  |
| 1. Title of Security (Instr. 3)  2. Trans Date (Month/I   |   |  |  |        | ar)   E                                 | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year      |                     | Transaction Dispos |  | Dispose | ities Acquir<br>d Of (D) (Ins   | red (A) or<br>str. 3, 4 ar | 4 and Securit<br>Benefic |   | s<br>ally<br>following                             | Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4)  |                     | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4)        |  |  |
|   |   |  |  |        |   |   |                     |                    | Code   | ,       | Amount  | (A) o                      | r Price                  |   | Transact<br>(Instr. 3 a                            | tion(s)  |                     |  | msu. 4)  |  |
|   |   | Т  |  |        |   |   |                     |                    | uired, Dis<br>, options                                  |         |   |                            |                          | y O   | wned   |  |                     |  |  |  |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)       | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deeme<br>Execution<br>if any<br>(Month/Day | Date,  | I.<br>Fransaction<br>Code (Instr.<br>3) |   | ı of                |                    | 6. Date Exercisat<br>Expiration Date<br>(Month/Day/Year) |         | le and 7. Title and Amount of Securities Underlying Derivative St (Instr. 3 and |                            | f<br>g<br>Security       | De<br>Se  | 3. Price of<br>Derivative<br>Security<br>Instr. 5) | 9. Number<br>derivative<br>Securities<br>Beneficiall<br>Owned<br>Following<br>Reported<br>Transactio<br>(Instr. 4) | у                   | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |
|   |   | ,  | Code   | v      | (A)                                     |   | Date<br>Exercisable | Ex<br>Da           | piration<br>te   | Title   | Amount<br>or<br>Number<br>of<br>Shares  |                            |                          |   |  |  |                     |  |  |  |
| Deferred<br>Stock Unit                                    | \$0.0   | 07/01/2020                                 |  |        | A                                       |   | 4,491               |                    | (1)  |         | (1)   | Common<br>Stock            | 4,491                    |   | (1)  | 47,561   |                     | D  |  |  |

## Explanation of Responses:

1. Issuance of Deferred Stock Unit under the Company's Stock and Incentive Plan representing the right to receive the stated number of shares of Common Stock upon termination of service as a Director.

## Remarks:

/s/ Thomas J Madden by Power of Attorney 07/01/2020

\*\* Signature of Reporting Person Date

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

- $^{\star}$  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.