FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

wasnington,	D.C. 20549	

OMB APPRO	OVAL				
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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

Name and Address of Reporting Person* Rosenzweig Benjamin L					2. Issuer Name and Ticker or Trading Symbol PFSWEB INC [PFSW] 5. Relationship of Reporting Person(s) to Issuer (Check all applicable)														
Kosenzweig Denjamm L					-										X Directo	or		10% Ow	ner
(Last)	(Fi	rst) ((Middle)			3. Date of Earliest Transaction (Month/Day/Year) 07/12/2023									Officer below)	(give title		Other (s below)	pecify
9250 N. ROYAL LANE, SUITE 100				4. If a	4. If Amendment, Date of Original Filed (Month/Day/Year)									6. Individual or Joint/Group Filing (Check Applicable Line)					
(0)					-										Y Form f	iled by One	e Reno	orting Perso	,
(Street)	TT:X	Ŧ	 060													•		n One Repo	- 1
IRVING	T	(75063												Persor		C trica	Tone repo	
(City)	(St	ate) ((Zip)		Ru	le í	10b5-1(c) Transaction Indication												
									icate that a t defense cor							on or written	plan t	hat is intende	d to
		Tahl	le I - Nor	n-Deriv	vative	Sec	·urit	ies Ac	auired I	Disr	nosed o	of or	Rene	eficial	y Owned				
			1-1401			_			-	7131	1				_				
1. Title of Security (Instr. 3) 2. Transac Date (Month/Da			Day/Year) if		2A. Deemed Execution Date, if any (Month/Day/Year)		Transaction Dispos Code (Instr. 5)		Dispose	urities Acquired (A) sed Of (D) (Instr. 3,			Benefici Owned I	es ally Following	Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership		
								Code	v	Amount		(A) or (D)	Price	Reporte Transac (Instr. 3	tion(s)			(Instr. 4)	
Common Stock 07/			07/12	2/2023				М		10,00	00	Α	\$4.2 33,976		,976		D		
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)																			
			'	(e.y., p	Juis, c	ans	, wa	urants	, option	s, c	Jiiveitii	Die St	ecun	uesi					
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, r) if any (Month/Day/Year)		4. Transaction Code (Instr. 8)		n of		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		4)	8. Price of Derivative Security (Instr. 5)	9. Number derivative Securities Beneficial Owned Following Reported Transactio (Instr. 4)	ly Director (I) (In	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
					Code	v	(A)	(D)	Date Exercisabl		xpiration ate	Title	0 N 0	lumber					
Option to purchase ⁽¹⁾	\$4.2	07/12/2023			M			10,000	07/16/2014	1 0	7/15/2023	Comm		0,000	\$0	0		D	

Explanation of Responses:

1. Exercise of stock options issued under the Company's Stock and Incentive Plan.

Remarks:

/s/ Thomas J. Madden by Power of Attorney

** Signature of Reporting Person Date

07/13/2023

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.