

J C PENNEY CO INC  
 Form 3  
 September 30, 2013

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
 Expires: January 31, 2015  
 Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â Miller Dennis P		(Month/Day/Year)	J C PENNEY CO INC [JCP]	
(Last)	(First)	(Middle)	09/20/2013	
C/O J. C. PENNEY COMPANY, INC., Â 6501 LEGACY DRIVE			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
PLANO, Â TX Â 75024			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer	<input checked="" type="checkbox"/> Other
			(give title below)	(specify below)
			SVP, Controller / Principal Accounting Officer	6. Individual or Joint/Group Filing(Check Applicable Line)
				<input checked="" type="checkbox"/> Form filed by One Reporting Person
				<input type="checkbox"/> Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock of 50 cents Par Value	13,481.18	D	Â
Common Stock of 50 cents Par Value	3,649 <sup>(1)</sup>	I	By Trustee of 401(k)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

**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.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of	5. Ownership Form of Derivative	6. Nature of Indirect Beneficial Ownership (Instr. 5)
---	---	--	------------------------------------	---------------------------------	--

**Edgar Filing: J C PENNEY CO INC - Form 3**

	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Derivative Security	Security: Direct (D) or Indirect (I) (Instr. 5)	
Employee stock option/Right to Buy	02/28/2006 <sup>(2)</sup>	02/27/2015	Common Stock	10,000	\$ 44.69	D	Â
Employee stock option/Right to Buy	03/22/2007 <sup>(3)</sup>	03/21/2016	Common Stock	4,132	\$ 60.5	D	Â
Employee stock option/Right to Buy	03/14/2008 <sup>(3)</sup>	03/13/2017	Common Stock	3,275	\$ 78.5	D	Â
Employee stock option/Right to Buy	03/12/2009 <sup>(3)</sup>	03/11/2018	Common Stock	4,676	\$ 39.78	D	Â
Employee stock option/Right to Buy	03/16/2010 <sup>(3)</sup>	03/15/2019	Common Stock	5,317	\$ 16.09	D	Â
Employee stock option/Right to Buy	03/16/2011 <sup>(4)</sup>	03/15/2020	Common Stock	16,593	\$ 30.72	D	Â
Employee stock option/Right to Buy	03/15/2012 <sup>(5)</sup>	03/14/2021	Common Stock	13,158	\$ 36.58	D	Â
Employee stock option/Right to Buy	02/28/2013 <sup>(6)</sup>	02/27/2022	Common Stock	10,707	\$ 41.34	D	Â
Employee stock option/Right to Buy	03/13/2013 <sup>(7)</sup>	03/12/2022	Common Stock	12,842	\$ 37.63	D	Â
Employee stock option/Right to Buy	04/03/2014 <sup>(8)</sup>	04/02/2023	Common Stock	17,610	\$ 14.43	D	Â
Phantom Stock Units	Â <sup>(9)</sup>	Â <sup>(9)</sup>	Common Stock	2,060	\$ <sup>(9)</sup>	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Miller Dennis P C/O J. C. PENNEY COMPANY, INC. 6501 LEGACY DRIVE PLANO, TX 75024	Â	Â	Â SVP, Controller	Principal Accounting Officer

## Signatures

\*\*\*s/ Brandy L. Treadway, attorney  
in fact

09/30/2013

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 5(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).

- Represents equivalent shares based on units of participation in the JCPenney stock fund allocated to Mr. Miller's account in the Company's 401(k) plan, as of September 24, 2013. The shares of JCPenney common stock in the fund are held by the trustee of the 401(k) plan. Changes in the amount of securities beneficially owned reflect changes in the value of the fund, the number of units of participation in the fund held by all participants, and the number of units of participation held by Mr. Miller.
- (1) Represents grant of employee stock options under the Company's 2001 Equity Compensation Plan.
  - (3) Represents grant of employee stock options under the Company's 2005 Equity Compensation Plan.
  - (4) Represents grant of employee stock options under the Company's 2009 Long-Term Incentive Plan.
  - (5) Represents grant of employee stock options under the Company's 2009 Long-Term Incentive Plan, which vest one-third on March 12, 2012, one-third on March 12, 2013, and one-third on March 12, 2014.
  - (6) Represents grant of employee stock options under the Company's 2009 Long-Term Incentive Plan which vest fully on February 28, 2014.
  - (7) Represents grant of employee stock options under the Company's 2009 Long-Term Incentive Plan, which vest one-third on March 13, 2013, one-third on March 13, 2014, and one-third on March 13, 2015.
  - (8) Represents grant of employee stock options under the Company's 2012 Long-Term Incentive Plan, which vest one-third on April 3, 2014, one-third on April 3, 2015 and one-third on April 3, 2016.
- Represents equivalent shares based on units of participation in the JCPenney stock fund credited to Mr. Miller's account under the
- (9) Company's Mirror Savings Plan. The phantom stock units are to be settled upon the reporting person's retirement or other termination of service.

Â

### Remarks:

\*\*\*Â UnderÂ POAÂ asÂ filedÂ herewith.Â ExhibitÂ List:Â ExhibitÂ No.Â 24Â -Â PowerÂ ofÂ AttorneyÂ (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.