

RIVERA LUPE M  
Form 4  
December 16, 2010

**FORM 4**

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

OMB APPROVAL

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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, 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 \*  
RIVERA LUPE M

2. Issuer Name and Ticker or Trading Symbol  
EXELIXIS INC [EXEL]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
12/14/2010

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)

C/O EXELIXIS, INC., 170  
HARBOR WAY, PO BOX 511

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

EVP, Operations

SOUTH SAN FRANCISCO, CA 94083-0511

(City) (State) (Zip)

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	(A) or (D)	Price
Common Stock	12/14/2010		M		6,250	A	\$ 5.63
Common Stock	12/14/2010		S <sup>(1)</sup>		6,250	D	\$ 7 0
Common Stock	12/14/2010		M		3,000	A	\$ 5.63
Common Stock	12/14/2010		S <sup>(1)</sup>		3,000	D	\$ 7 0
Common Stock	12/14/2010		M		4,000	A	\$ 5.63

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Common Stock	12/14/2010	S <sup>(1)</sup>	4,000	D	\$ 7 0	D	
Common Stock	12/14/2010	M	11,750	A	\$ 5.63 11,750	D	
Common Stock	12/14/2010	S <sup>(1)</sup>	11,750	D	\$ 7 0	D	
Common Stock	12/15/2010	M	4,250	A	\$ 5.63 4,250	D	
Common Stock	12/15/2010	S <sup>(1)</sup>	4,250	D	\$ 7.5 0	D	
Common Stock	12/15/2010	M	20,750	A	\$ 5.63 20,750	D	
Common Stock	12/15/2010	S <sup>(1)</sup>	20,750	D	\$ 7.5 0	D	
Common Stock	12/15/2010	M	25,000	A	\$ 5.63 25,000	D	
Common Stock	12/15/2010	S <sup>(1)</sup>	25,000	D	\$ 8 0	D	
Common Stock					2,963.201 <sup>(2)</sup>	I	By 401(k) Plan

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

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**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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Option (right to buy)	\$ 5.63	12/14/2010		M	6,250	08/05/2010	10/17/2015	Common Stock	6,250
Option	\$ 5.63	12/14/2010		M	3,000	08/05/2010	10/17/2015	Common	3,000

								Stock	
(right to buy)									
Option (right to buy)	\$ 5.63	12/14/2010	M	4,000	08/05/2010	10/17/2015	Common Stock	4,000	
Option (right to buy)	\$ 5.63	12/14/2010	M	11,750	08/05/2010 <sup>(3)</sup>	10/17/2015	Common Stock	11,750	
Option (right to buy)	\$ 5.63	12/15/2010	M	4,250	08/05/2010	10/17/2015	Common Stock	4,250	
Option (right to buy)	\$ 5.63	12/15/2010	M	20,750	08/05/2010 <sup>(4)</sup>	10/17/2015	Common Stock	20,750	
Option (right to buy)	\$ 5.63	12/15/2010	M	25,000	08/05/2010 <sup>(4)</sup>	10/17/2015	Common Stock	25,000	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
RIVERA LUPE M C/O EXELIXIS, INC. 170 HARBOR WAY, PO BOX 511 SOUTH SAN FRANCISCO, CA 94083-0511			EVP, Operations	

## Signatures

/s/ James B. Bucher, Attorney  
in Fact

12/16/2010

\_\_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).
- (1) The sale reported on this Form 4 was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on March 11, 2009, as amended.
- (2) Represents 2963.201 shares of Exelixis, Inc. common stock under the Exelixis, Inc. 401(k) Plan, pursuant to a plan statement dated as of December 15, 2010.
- (3) The option, representing the right to purchase a total of 16,000 shares, became exercisable as to one hundred percent (100%) of the shares subject to the option on August 5, 2010.
- (4) The option, representing the right to purchase a total of 105,000 shares, became exercisable as to one hundred percent (100%) of the shares subject to the option on August 5, 2010.

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.