SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL	
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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

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

☑ Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

1. Name and Address of Reporting Person*	2. Issuer Name **and** Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
GALLUP PATRICIA	PC CONNECTION INC [CNXN]	☑ Director ☑ 10% Owner
(Last) (First) (Middle)	Foreign Trading Symbol	☑ Officer (give title below) ☐ Other (specify below)
730 MILFORD ROAD	3. Date of Earliest Transaction (Month/Day/Year)	Chairman & Chief Admin Officer
(Street)	11/16/2026	
MERRIMACK NH 03054	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line)
(City) (State) (Zip)		☐ 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	11/16/2026		S[1]		4,793	D	$80.92[2]	6,880,114	I	By Trust[3]
Common Stock	11/16/2026		S[1]		2,349	D	$81.43[4]	6,877,765	I	By Trust[3]
Common Stock	11/17/2026		S[1]		4,914	D	$80.59[5]	6,872,851	I	By Trust[3]
Common Stock	11/17/2026		S[1]		100	D	$81.16	6,872,751	I	By Trust[3]
Common Stock								583,362	D	
Common Stock								15,133	I	By Spouse[6]
Common Stock								275,000	I	By Trust[7]
Common Stock								657,233	I	By Trust[8]
Common Stock								2,000,000	I	By Trust[9]
Common Stock								2,000,000	I	By Trust[10]
Common Stock								1,200,000	I	By Trust[11]

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 Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

1. Name and Address of Reporting Person*

GALLUP PATRICIA

(Last)	(First)	(Middle)
730 MILFORD ROAD		
(Street)		
MERRIMACK	NH	03054
(City)	(State)	(Zip)

1. Name and Address of Reporting Person*

David Hall Trust 2003

(Last)	(First)	(Middle)
730 MILFORD ROAD		
(Street)		
MERRIMACK	NH	03054
(City)	(State)	(Zip)

Explanation of Responses:

1. The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the David Hall Trust 2003 on March 9, 2026.

2. The reported price is a weighted average price. These shares were sold in multiple transactions at prices ranging from $80.18 to $81.17 per share, inclusive. The reporting person undertakes to provide PC Connection, Inc., any security holder of PC Connection, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote.

3. These shares are held directly by the David Hall Trust 2003, an irrevocable trust formed under the laws of the State of New Hampshire. Ms. Gallup serves as the sole trustee and is the sole beneficiary of the shares held by the David Hall Trust 2003.

4. The reported price is a weighted average price. These shares were sold in multiple transactions at prices ranging from $81.18 to $81.76 per share, inclusive. The reporting person undertakes to provide PC Connection, Inc., any security holder of PC Connection, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote.

5. The reported price is a weighted average price. These shares were sold in multiple transactions at prices ranging from $80.14 to $81.08 per share, inclusive. The reporting person undertakes to provide PC Connection, Inc., any security holder of PC Connection, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote.

6. The reporting persons disclaim beneficial ownership of these securities, except to the extent of such person's pecuniary interest therein. This report shall not be deemed an admission that the reporting persons are the beneficial owner of such securities for purposes of Section 16 or for any other purpose.

7. These shares are held directly by the North Branch Trust, an irrevocable trust formed under the laws of the State of New Hampshire. Ms. Gallup serves as the sole trustee of the North Branch Trust.

8. These shares are held directly by the Comack Trust-B, a grantor retained annuity trust formed under the laws of the State of New Hampshire. The reporting person is the sole trustee of the Comack Trust-B.

9. These shares are held directly by the Abbott Brook Trust-B, a grantor retained annuity trust formed under the laws of the State of New Hampshire. The reporting person is the sole trustee of the Abbott Brook Trust-B.

10. These shares are held directly by the Abbott Brook Trust II, a grantor retained annuity trust formed under the laws of the State of New Hampshire. The reporting person is the sole trustee of the Abbott Brook Trust II.

11. These shares are held directly by the Abbott Brook Trust II-B, a grantor retained annuity trust formed under the laws of the State of New Hampshire. The reporting person is the sole trustee of the Abbott Brook Trust II-B.

Remarks:

/s/Patricia Gallup	11/18/2026
/s/Patricia Gallup, as Trustee of the David Hall Trust 2003	11/18/2026
** 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 Number.