

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).

1. Name and Address of Reporting Person* GALLUP PATRICIA			2. Issuer Name and Ticker or Trading Symbol PC CONNECTION INC [CNXN]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Chairman & Chief Admin Officer		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 12/17/2023			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		
730 MILFORD ROAD			4. If Amendment, Date of Original Filed (Month/Day/Year)					
(Street) MERRIMACK NH 03054			Rule 10b5-1(c) Transaction Indication <input type="checkbox"/> Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.					
(City)	(State)	(Zip)						

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	12/17/2023		M		1,250	A	\$0.00 ⁽¹⁾	4,604,850	D	
Common Stock								162,093	I	By Estate ⁽²⁾⁽³⁾
Common Stock								15,133	I	By Spouse ⁽³⁾
Common Stock								2,460,052	I	By Trust ⁽³⁾⁽⁴⁾
Common Stock								6,879,962	I	By Trust ⁽³⁾⁽⁵⁾
Common Stock								275,000	I	By Trust ⁽³⁾⁽⁶⁾

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
Restricted Stock Units	⁽¹⁾	12/17/2023		M			1,250	⁽⁷⁾	⁽⁷⁾	Common Stock	1,250	\$0.00	2,500	D	

Explanation of Responses:

- The restricted stock units convert into common stock on a one-for-one basis.
- These shares are held directly by the Estate of David McLellan Hall (the Estate), for which the reporting person serves as executor. The reporting person is also the beneficiary of trusts which will receive the shares held by the Estate.
- The reporting person disclaims 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 person is the beneficial owner of such securities for purposes of Section 16 or for any other purpose.
- These shares are held directly by the Comack Trust, a grantor retained annuity trust formed under the laws of the State of New Hampshire. The reporting person is the sole trustee and sole annuitant of the Comack Trust.
- 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.
- 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.
- The restricted stock units were granted under the PC Connection, Inc. Amended and Restated 2020 Stock Incentive Plan on December 17, 2021; 1,250 of the shares vested on December 17, 2023, and the remaining shares are scheduled to vest as follows: 1,250 shares annually on December 17, 2024 through December 17, 2025. The restricted stock units have an expiration date of December 16, 2031.

Remarks:

/s/Timothy J. McGrath,
attorney-in-fact for Gallup 12/19/2023
Patricia

** Signature of Reporting Person Date

* 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.