

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

<b>OMB APPROVAL</b>	
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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).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>GALLUP PATRICIA</u> <hr/> (Last) (First) (Middle) 730 MILFORD ROAD <hr/> (Street) MERRIMACK NH 03054 <hr/> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>PC CONNECTION INC [ CNXN ]</u> <hr/> 3. Date of Earliest Transaction (Month/Day/Year) 02/13/2023 <hr/> 4. If Amendment, Date of Original Filed (Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <span style="margin-left: 100px;"><input checked="" type="checkbox"/> 10% Owner</span> <input checked="" type="checkbox"/> Officer (give title below) <span style="margin-left: 100px;">Other (specify below)</span> Chairman & Chief Admin Officer <hr/> 6. Individual or Joint/Group Filing (Check Applicable Line) <input type="checkbox"/> Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person
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**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 Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	02/13/2023		G <sup>(1)</sup>	V	275,000	D	\$0.00 <sup>(1)</sup>	15,133	I	By Spouse <sup>(2)</sup>
Common Stock	02/13/2023		G <sup>(1)</sup>	V	275,000	A	\$0.00 <sup>(1)</sup>	275,000	I	By Trust <sup>(2)(3)</sup>
Common Stock	03/13/2023		w <sup>(4)</sup>	V	6,879,962	D	\$0.00 <sup>(4)</sup>	172,880	I	By Estate <sup>(2)(5)</sup>
Common Stock	03/13/2023		w <sup>(4)</sup>	V	6,879,962	A	\$0.00 <sup>(4)</sup>	6,879,962	I	By Trust <sup>(2)(6)</sup>
Common Stock								2,070,652	D	
Common Stock								5,000,000	I	By Trust <sup>(2)(7)</sup>

**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)
						Date Exercisable	Expiration Date					

1. Name and Address of Reporting Person\*  
GALLUP PATRICIA  


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 (Last) (First) (Middle)  
 730 MILFORD ROAD  


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 (Street)  
 MERRIMACK NH 03054  


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 (City) (State) (Zip)

1. Name and Address of Reporting Person\*  
Estate of David McLellan Hall  


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 (Last) (First) (Middle)  
 730 MILFORD RD.  


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 (Street)  
 MERRIMACK NH 03054

(City)	(State)	(Zip)
1. Name and Address of Reporting Person*		
<a href="#">PC CONNECTION INC</a>		
(Last)	(First)	(Middle)
730 MILFORD ROAD		
(Street)		
MERRIMACK	NH	03054
(City)	(State)	(Zip)

**Explanation of Responses:**

- On February 13, 2023, Patricia Gallup's spouse gifted 275,000 shares of the Issuer's common stock to the North Branch Trust for no consideration.
- 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.
- 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 Estate of David McLellan Hall (the "Estate"), on March 13, 2023, transferred 6,879,962 shares of the Issuer's common stock to the David Hall Trust 2003 at the direction of Ms. Gallup, in her capacity as executor, for no consideration in order to facilitate the administration of certain assets of the Estate.
- These shares are held directly by the Estate, for which Ms. Gallup serves as executor. Ms. Gallup is also the beneficiary of trusts which will receive the shares held by the Estate.
- 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 Comack Trust, a grantor retained annuity trust formed under the laws of the State of New Hampshire. Ms. Gallup is the sole trustee and sole annuitant of the Comack Trust.

**Remarks:**

<a href="#">/s/Patricia Gallup</a>	<a href="#">03/15/2023</a>
<a href="#">/s/ Patricia Gallup, as Executor of the Estate of David McLellan Hall</a>	<a href="#">03/15/2023</a>
<a href="#">Patricia Gallup, as Trustee of the David Hall Trust 2003</a>	<a href="#">03/15/2023</a>
** 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.**