FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| _ | | | | | |
|--------|----|-------------|----|--------|-------|
| \sim | MR | ΛD | 00 | \cap | / N I |
| | | | | | |

| OMB Number: | 3235-0287 |
|--------------------------|-----------|
| Estimated average burden | |
| hours per response. | 0.5 |

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

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

| Name and Address of Reporting Person Zemetra Michael Leonard | | | 2. Issuer Name and Ticker or Trading Symbol Veritone, Inc. [VERI] | Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner | | | | |
|--|---------|-------|---|---|--|--|--|--|
| (Last) (First) (Middle) 2420 17TH STREET, OFFICE 3002 | | ` , | 3. Date of Earliest Transaction (Month/Day/Year) 04/22/2022 | X Officer (give title Other (specify below) EVP, CFO & Treasurer | | | | |
| (Street) DENVER | СО | 80202 | 4. If Amendment, Date of Original Filed (Month/Day/Year) | 6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person | | | | |
| (City) | (State) | (Zip) | Rule 10b5-1(c) Transaction Indication 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. | | | | | |

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) | Code (Instr. | | | | | Securities Beneficially Owned Following Reported | Form: Direct (D) | Beneficial Ownership | |
|---------------------------------|--|---|--------------|---|----------|---------------|--------|--|------------------|-------------------------|--|
| | | | Code | v | Amount | (A) or (D) | Price | Transaction(s) (Instr. 3 and 4) | | (Instr. 4) | |
| Common Stock | 04/22/2022 | | A | | 3,692(1) | A | \$0.00 | 123,289(2) | D | | |
| Common Stock | 04/22/2023 | | F | | 1,244(3) | D | \$5.06 | 122,045 | D | | |

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 | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | ive ies ed (A) osed of | 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) | derivative Securities Beneficially Owned | Ownership Form: Direct (D) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) | | | | |
|--|---|---|---|--|---------------------------------|-------------------------------------|-----|--|---------------------|---|---|-------------------------------------|--|------------------------------|--|--|--|
| | | | | | Code | v | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | Transaction(s) (Instr. 4) | | | |

Explanation of Responses:

- 1. Consists of restricted stock units ("RSUs") representing the right to receive shares of the issuer's common stock upon vesting. The RSUs vested in full on April 22, 2023.
- 2. Represents the number of shares held as of April 22, 2023.
- $3. \ Represents \ shares \ that \ were \ withheld \ for \ payment \ of \ taxes \ upon \ vesting \ of \ restricted \ stock \ units.$

Remarks:

/s/ Craig Gatarz, As Attorney-in-

fact

** Signature of Reporting Person Date

04/25/2023

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.