## FORM 4

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

OMB APPROVAL
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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).

#### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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

	s)													
Name and Address of Reporting Person * Collins Peter F			2. Issuer Name and Ticker or Trading Symbol Veritone, Inc. [VERI]						5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner					
(Last) (First) (Middle) C/O VERITONE, INC., 575 ANTON BOULEVARD			3. Date of Earliest Transaction (Month/Day/Year) 03/08/2018					X Officer (give title below) Other (specify below)  EVP and CFO						
MESA CA	(Street)		4. If Amendment	, Date Ori	ginal	Filed(Mont	h/Day/Y	ear)	_X_ Form fil	ed by One Repo	orting Person		ble Line)	
	(State)	(Zip)	Т	able I - N	on-D	erivative	Secur	ities Acqu	ired, Disp	osed of, or l	Beneficially	Owned		
Security			any	Code (Instr. 8)	ection	(A) or D	ispose	d of (D)	Benefici Reported	ally Owned d Transactio	Following	6. Ownership Form: Direct (D)	7. Nature of Indirect Beneficial Ownership	
				Code	V	Amount	(A) or (D)	Price	Ì			or Indirect (I) (Instr. 4)	(Instr. 4)	
n Stock		03/08/2018		P		8,012	A	\$ 14.0534 (1)	8,012	,,012		I	Held by family trust (2)	
n Stock		03/08/2018		P		1,988	A	\$ 14.5916 (3)	10,000			I	Held by family trust (2)	
Stock									33,784	<u>(4)</u>		D		
Report on a s	separate line	Table II -	Derivative Securi	ties Acqui	Per conthe	rsons whotained in form disposed	no res n this splay	form are s a curre Beneficial	e not requ ntly valid	uired to res	spond unle	ess	1474 (9-02)	
1. Title of Derivative Security (Instr. 3)  Price of Derivative Security  Conversion or Exercise Price of Derivative Security	Date	on 3A. Deemed Execution Dearly any	4. Transaction Code	5. Number of Derivativ Securitie Acquired (A) or	6. and (Market)	Date Exercisable and Expiration Date Anonth/Day/Year)		te 7. T Amu Und Secu (Ins 4)	ount of lerlying urities tr. 3 and	8. Price of Derivative Security (Instr. 5)	Derivative Securities Beneficially Owned Following Reported	Owners Form of Derivat Security Direct ( or Indir	Beneficia Ownersh (Instr. 4)	
			Code V	(A) (D	Ex			Title						
	Peter F  (I)  RITONE, I  VARD  MESA, CA  (I)  Security  Security  1 Stock  1 Stock  Report on a s  2.  Conversion or Exercise Price of Derivative	Peter F  (First) (First) (RITONE, INC., 575 A VARD  (Street)  MESA, CA 92626 (State)  Security  1 Stock  1 Stock  Report on a separate line of Exercise Price of Derivative  3. Transacti (Month/Day	Peter F  (i) (First) (Middle) RITONE, INC., 575 ANTON  WARD  (Street)  MESA, CA 92626 (y) (State) (Zip)  Security  2. Transaction Date (Month/Day/Year)  1 Stock  03/08/2018  1 Stock  3 Transaction Date (Month/Day/Year)  2 Table II -  2 Conversion or Exercise Price of Derivative  1 Stock  3 A. Deemed Execution Date (Month/Day/Year)  (Month/Day/Year)	Peter F (I) (First) (Middle) (RITONE, INC., 575 ANTON VARD  (Street) (Street) (Street) (State) (State) (State) (State) (State) (Zip) (Month/Day/Year) (Month/Day/Year)  2. Transaction Date (Month/Day/Year) (Month/Day/Year) (Month/Day/Year)  1 Stock (3/08/2018 (Month/Day/Year)  Table II - Derivative Securities beneficially of Code (Instr. 8)  2. Conversion or Exercise Price of Derivative Security (Month/Day/Year)  2. Table II - Derivative Securities beneficially of Code (Instr. 8)	Peter F  O (First) (Middle) RITONE, INC., 575 ANTON VARD  (Street)  MESA, CA 92626  (State)  2. Transaction Date (Month/Day/Year)  Peter F  O (State)  2. Transaction Date (Month/Day/Year)  Date O (Month/Day/Year)  A 1 If Amendment, Date Original	Peter F  O (First) (Middle) (Street)  O (Street)  O (Street)  O (State)  O (S	Veritone, Inc. [VERI]	Veritone, Inc. [VERI]	Peter F Veritone, Inc. [VERI]  (Northy Nar)  (Street)  MESA, CA 92626  (State)  (A) or Disposed of (D) (Instr. 3, 4 and 5)  (A) or Operation of Exercise (Instruction and the state of the form and the form displays a curre of Derivative Securities Acquired, Disposed of, or Beneficial (e.g., puts, calls, warrants, options, convertible securities)  (Conversion of Exercise)  (Conversion Date (Month/Day/Year)  (Instr. 3)  (A) or Disposed of (D)  (Instr. 3)  (Instr. 4)  (Instr. 3)  (Instr. 3)  (Instr. 4)  (Instr. 3)  (Instr. 4)  (Instr. 4)  (Instr. 3)  (Instr. 4)  (Instr. 4)  (Instr. 3)  (Inst	Veritone, Inc. [VERI]   Direct   X Office   Of	Conversion   Con	Veritone, Inc.   Veri	Peter F Veritone, Inc. [VERI]  (Check all applicable) (Check applica (Check Applic	

#### **Reporting Owners**

D ( O N (	Relationships						
Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
Collins Peter F							
C/O VERITONE, INC.			EVP and CFO				
575 ANTON BOULEVARD			EVF and CFO				
COSTA MESA, CA 92626							

#### **Signatures**

/s/Jeffrey B. Coyne, as attorney-in-fact for reporting person	03/09/2018
**Signature of Reporting Person	Date
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### **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).
- Reflects the weighted-average purchase price for an aggregate of 8,012 shares purchased in multiple transactions at prices ranging from \$13.46 to \$14.44 per share.
- (1) Reporting person undertakes to provide upon request by the Securities and Exchange Commission staff, the issuer, or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.
- (2) Shares are held by reporting person and his spouse as trustees of a family trust.
  - Reflects the weighted-average purchase price for an aggregate of 1,988 shares purchased in multiple transactions at prices ranging from \$14.46 to \$14.71 per share.
- (3) Reporting person undertakes to provide upon request by the Securities and Exchange Commission staff, the issuer, or a security holder of the issuer, full information regarding the number of shares purchased at each separate price.
- (4) Includes 784 shares acquired through the issuer's Employee Stock Purchase Plan on January 31, 2018.

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.