

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

(Print or Type Responses)

1. Name and Address of Reporting Person * GRAZIADIO G LOUIS III <small>(Last) (First) (Middle)</small>	2. Issuer Name and Ticker or Trading Symbol Veritone, Inc. [VERI]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)
149 PALOS VERDES BLVD., SUITE G <small>(Street)</small>	3. Date of Earliest Transaction (Month/Day/Year) 01/08/2021	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
REDONDO BEACH, CA 90277 <small>(City) (State) (Zip)</small>	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	01/08/2021		S(1)		982	D	\$ 36.40	134,283	D	
Common Stock	01/08/2021		S(1)		6,333	D	\$ 36.40	315,166	I	By Graziadio Family Trust (2)
Common Stock	01/08/2021		S(1)		1,066	D	\$ 36.40	7,134	I	By Annuity Trust (3)
Common Stock	01/08/2021		S(1)		166	D	\$ 36.40	6,434	I	By Ginarra (4)
Common Stock	01/08/2021		S(1)		132	D	\$ 36.40	3,368	I	By spouse
Common Stock	01/08/2021		S(1)		166	D	\$ 36.40	4,534	I	By son
Common Stock	01/08/2021		S(1)		166	D	\$ 36.40	4,534	I	By daughter
Common Stock	01/08/2021		S(1)		545	D	\$ 36.40	16,091	I	By Ginmarra (5)
Common Stock	01/08/2021		S(1)		258	D	\$ 36.40	4,517	I	By Gino Trust (6)
Common Stock	01/08/2021		S(1)		258	D	\$ 36.40	4,517	I	By Marianna Trust (7)
Common Stock	01/08/2021		S(1)		166	D	\$ 36.40	2,334	I	By Foundation (8)
Common Stock	01/08/2021		S(1)		2,135	D	\$ 36.40	59,271	I	By Boss Holdings, Inc. (9)
Common Stock	01/08/2021		S(1)		596	D	\$ 36.40	3,693	I	By Western Metals Corporation (10)
Common Stock	01/08/2021		S(1)		1,666	D	\$ 36.40	13,034	I	By Graziadio Dynasty Trust II (11)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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)				6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (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 of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GRAZIADIO G LOUIS III 149 PALOS VERDES BLVD. SUITE G REDONDO BEACH, CA 90277	X			

Signatures

/s/Jeffrey B. Coyne, as attorney-in-fact for reporting person		01/12/2021
		Date

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).
- (1) Sale was effected pursuant to a Rule 10b5-1 trading plan established by the holder effective as of August 17, 2020.
- These shares are owned by the Graziadio Family Trust u/d/t 11/13/75 ("GFT"), an irrevocable trust established by Mr. Graziadio for the benefit of his children. Mr.
- (2) Graziadio is neither a trustee nor a beneficiary of GFT and disclaims beneficial ownership of the shares owned by GFT except to the extent of the pecuniary interest of his children in such shares.
- These shares are owned by the George & Reva Graziadio Charitable Lead Annuity Trust ("Annuity Trust") as to which Mr. Graziadio is the trustee and the children of Mr.
- (3) Graziadio are remainder beneficiaries. Mr. Graziadio disclaims beneficial ownership of the shares owned by the Annuity Trust except to the extent of the pecuniary interest of his children in such shares.
- (4) These shares are owned by Ginarra Partners, LLC ("Ginarra"), a limited liability company majority owned by GFT and as to which Mr. Graziadio serves as president of the manager. Mr. Graziadio disclaims beneficial ownership of the shares owned by Ginarra except to the extent of the pecuniary interest of his children in such shares.
- (5) These shares are owned by Ginmarra Investors Fund 1 LLC ("Ginmarra"), a limited liability company majority owned by GFT and Ginarra and as to which Mr. Graziadio serves as president of the manager. Mr. Graziadio disclaims ownership of the shares owned by Ginmarra except to the extent of his pecuniary interest in such shares.
- These shares are owned by George & Reva Graziadio Grandchildren Trust II for the benefit of the son of Mr. Graziadio, George L. Graziadio IV ("Gino Trust"). Mr.
- (6) Graziadio is the trustee of the Gino Trust, but disclaims beneficial ownership of the shares owned by the Gino Trust except to the extent of the pecuniary interest of his son in such shares.
- These shares are owned by George & Reva Graziadio Grandchildren Trust II for the benefit of the daughter of Mr. Graziadio, Marianna Graziadio ("Marianna Trust"). Mr.
- (7) Graziadio is the trustee of the Marianna Trust, but disclaims beneficial ownership of the shares owned by the Marianna Trust except to the extent of the pecuniary interest of his daughter in such shares.
- These shares are owned by the George and Reva Graziadio Foundation (the "Foundation"), a charitable foundation established by the parents of Mr. Graziadio, as to which
- (8) Mr. Graziadio has no pecuniary interest. Mr. Graziadio is one of three directors of the Foundation, does not have the right to control disposition of the shares owned by the Foundation and disclaims beneficial ownership of the shares owned by the Foundation as he has no pecuniary interest in such shares.
- These shares are owned by Boss Holdings, Inc. ("Boss Holdings"), a corporation as to which Mr. Graziadio, GFT and Ginarra together are majority shareholders and Mr.
- (9) Graziadio is chairman and chief executive officer. Mr. Graziadio disclaims beneficial ownership of the shares owned by Boss Holdings except to the extent of his pecuniary interest in such shares.
- These shares are owned by Western Metals Corporation ("Western Metals"), a corporation as to which GFT and Ginarra beneficially own a significant pecuniary interest
- (10) and Mr. Graziadio is the president. Mr. Graziadio disclaims beneficial ownership of the shares owned by Western Metals except to the extent of his pecuniary interest in such shares.
- (11) These shares are owned by the Graziadio Dynasty Trust II for the benefit of reporting person.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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