FORM 4

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

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

Steel

LLC

Veritone

Fund I,

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See

buy) Common

Stock

Purchase

Warrant

(right to

buy)

13.6088

02/14/2022

J

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 Typ | e Responses |) | | | | | | | | | | | | | | | | |
|---|---|-----------------------|------------------------|---|-------|--------------------------------|--------------------------------------|-------------|--|------------|---|--|----------------------|--|--|---|---|---|
| Name and Address of Reporting Person * Steelberg Ryan | | | | 2. Issuer Name and Ticker or Trading Symbol Veritone, Inc. [VERI] | | | | | | | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) _X_ Director | | | | | | | |
| (Last) (First) (Middle) 2420 17TH STREET, OFFICE 3002 | | | | 3. Date of Earliest Transaction (Month/Day/Year) 02/11/2022 | | | | | | | | | | | | | | |
| (Street) | | | | 4. If Amendment, Date Original Filed(Month/Day/Year) | | | | | | | _X_ For | 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person | | | | | | |
| | R, CO 8020 | | (7) | | | | | | | | | | Form | i ilied by Mic | ore man One Ke | porting reison | | |
| (City | /) | (State) | (Zip) | | | | Table I | - No | on-Deriv | ative S | Securitie | s Acqu | uired, D | isposed of | f, or Benefic | cially Owne | d | |
| 1.Title of Security (Instr. 3) 2. Transaction Date (Month/Day/Ye | | | | 2A. Deemed Execution Date, if any (Month/Day/Year) | | (Instr. 8) | | (A) | 4. Securities Acquire (A) or Disposed of ((Instr. 3, 4 and 5) | | | | | curities Beneficially ng Reported | | 6. Ownership Form: Direct (D) or Indirect | Beneficial | |
| | | | | | | | Code | | V At | nount | (A) or (D) | Price | : | | | | (I) (Instr. 4) | |
| Common | Stock | | 02/11/2022 | | | | F | | 63 (1) | ,176 | D | \$ 17.23 | 178,656 | | | | D | |
| Common Stock | | 02/14/2022 | | | | J | | 21 | 215,921 | D | \$ 0 | 0 0 | | I | | I | Steel Veritone Fund I, LLC | |
| Common Stock | | 02/14/2022 | | | | J | | 58 | ,487 | A | \$ 0 | 93,34 | 3,347 ⁽²⁾ | | | I | The RSS Living Trust dated April 6, 2012 (2) | |
| Common Stock | | | | | | | | | | | | 2,003 | ,349 | | | I | RVH, LLC (3) | |
| Reminder: F | Report on a se | eparate line for each | class of securities be | neficiall | ly ov | vned dire | ectly or in | direc | tly. | | | | • | | | | | |
| | | | | | | | | th | is form | are n | ot requ | ired t | | nd unles | | n containe n displays | | 2 1474 (9-02) |
| | | | Table II | | | | ties Acqu | ired, | , Dispos | ed of, o | or Benef | icially | | | | | | |
| 1. Title of | 2. | 3. Transaction | 3A. Deemed | <u>(e.g., j</u> 4. | puts, | 5. Num | arrants, | | ons, con Oate Exe | | | | Fitle and | Amount | 8 Price of | 9. Number | of 10. | 11. Natu |
| Derivative Security (Instr. 3) | Conversion or Exercise Price of Derivative Security | Date | Execution Date, if | Transac Code | | Derivat Securiti Acquire | ive ies ed (A) or ed of (D) | Exp | oiration I onth/Day | ate | | of Underlying Securities (Instr. 3 and 4) | | ng | Derivative Security (Instr. 5) Benefic Owned Followi Reporte | | Owner Form of Deriva Securi Direct or Indi | ship of Indire Benefici tive (Instr. 4) |
| | | | | Code | V | (A) | (D) | Date Exe | e rcisable | Exp Dat | oiration ee | Titl | le | Amount or Number of Shares | | Transaction (Instr. 4) | (Instr. | 4) |
| Common Stock Purchase Warrant (right to | \$ 13.6088 | 02/14/2022 | | J | | | 19,590 | 03/ | 24/201 | 7 03/ | /24/202 | ′ / | ommon Stock | 19,590 (4) | \$ 0 | 0 | I | Steel Veritor Fund I, LLC |

Common

Stock

19,590 04/17/2017 04/17/2027

19,590

<u>(4)</u>

\$0

0

| Common Stock Purchase Warrant (right to buy) | \$ 13.6088 | 02/14/2022 | J | | 19,591 | 05/11/2017 | 05/11/2027 | Common Stock | 19,591 (4) | \$ 0 | 0 | I | Steel Veritone Fund I, LLC |
|---|---------------|------------|---|-------|--------|------------|------------|-----------------|---------------|------|-------|---|---|
| Common Stock Purchase Warrant (right to buy) | \$ 13.6088 | 02/14/2022 | J | | 19,591 | 05/11/2017 | 05/11/2027 | Common Stock | 19,591 (4) | \$ 0 | 0 | I | Steel Veritone Fund I, LLC |
| Common Stock Purchase Warrant (right to buy) | \$ 13.6088 | 02/14/2022 | J | 5,388 | | 03/24/2017 | 03/24/2027 | Common Stock | 5,388 (4) | \$ 0 | 5,388 | I | The RSS Living Trust dated April 6, 2012 |
| Common Stock Purchase Warrant (right to buy) | \$ 13.6088 | 02/14/2022 | J | 5,388 | | 04/17/2017 | 04/17/2027 | Common Stock | 5,388 (4) | \$ 0 | 5,388 | I | The RSS Living Trust dated April 6, 2012 |
| Common Stock Purchase Warrant (right to buy) | \$ 13.6088 | 02/14/2022 | J | 5,387 | | 05/11/2017 | 05/11/2027 | Common Stock | 5,387 (4) | \$ 0 | 5,387 | I | The RSS Living Trust dated April 6, 2012 |
| Common Stock Purchase Warrant (right to buy) | \$ 13.6088 | 02/14/2022 | J | 5,387 | | 05/11/2017 | 05/11/2027 | Common Stock | 5,387 (4) | \$ 0 | 5,387 | I | The RSS Living Trust dated April 6, 2012 |

Reporting Owners

| | Relationships | | | | | | |
|---|---------------|--------------|-----------|-------|--|--|--|
| Reporting Owner Name / Address | Director | 10% Owner | Officer | Other | | | |
| Steelberg Ryan 2420 17TH STREET, OFFICE 3002 DENVER, CO 80202 | X | X | President | | | | |

Signatures

| /s/ Ryan Steelberg | 02/15/2022 |
|---------------------------------|------------|
| **Signature of Reporting Person | 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) Represents shares that were withheld for the payment of taxes in connection with the vesting of restricted stock units.
- Reporting person is the trustee of The RSS Living Trust dated April 6, 2012 and, as such, reporting person may be deemed a beneficial owner of such shares. Reporting person received the (2) shares upon distribution of shares held by Steel Veritone Fund I, LLC (the "Fund"), which reporting person previously reported beneficial ownership of 215,921 shares owned by the Fund. Reporting person disclaims beneficial ownership of such shares, except to the extent of his pecuniary interest therein.
- (3) Shares are held by RVH, LLC, a limited liability company. Reporting person is the sole manager and member of RVH, LLC.
- (4) Reporting person received the warrants upon distribution of warrants held by the Fund, which reporting person previously reported beneficial ownership of all warrants held by the Fund.

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

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.