

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		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"/> Officer (give title below) <input type="checkbox"/> 10% Owner <input type="checkbox"/> Other (specify below)	
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 03/13/2018		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
149 PALOS VERDES BLVD., SUITE G (Street)			4. If Amendment, Date Original Filed (Month/Day/Year)		
REDONDO BEACH, CA 90277 (City) (State) (Zip)			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	03/13/2018		P		1,000	A	\$ 14.64 (1)	83,349	D	
Common Stock	03/14/2018		P		500	A	\$ 14.527 (2)	83,849	D	
Common Stock	03/13/2018		P		4,000	A	\$ 14.64 (3)	135,000	I	By Graziadio Family Trust (4)
Common Stock	03/14/2018		P		2,200	A	\$ 14.527 (5)	137,200	I	By Graziadio Family Trust (4)
Common Stock	03/13/2018		P		3,000	A	\$ 14.64 (6)	3,000	I	By Graziadio Dynasty Trust (7)
Common Stock	03/14/2018		P		1,700	A	\$ 14.527 (8)	4,700	I	By Graziadio Dynasty Trust (7)
Common Stock								8,200	I	By Annuity Trust (9)
Common Stock								3,300	I	By Ginarra (10)
Common Stock								1,800	I	By spouse
Common Stock								2,700	I	By minor child (11)
Common Stock								2,700	I	By minor child (12)
Common Stock								16,636	I	By Ginmarra (13)
Common Stock								4,775	I	By Gino Trust (14)
Common Stock								4,775	I	By Marianna Trust (15)
Common Stock								2,500	I	By Foundation (16)
Common Stock								61,406	I	By Boss Holdings, Inc. (17)
Common Stock								4,289	I	By Western Metals Corporation (18)

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)		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 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	Title	Amount or Number of Shares				

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

03/15/2018

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) Reflects the weighted-average purchase price for an aggregate of 1,000 shares purchased in multiple transactions at prices ranging from \$14.52 to \$14.75 per share. Reporting person undertakes to provide upon request by the Securities and Exchange Commission staff, the issuer, or a
- (2) Reflects the weighted-average purchase price for an aggregate of 500 shares purchased in multiple transactions at prices ranging from \$14.39 to \$14.70 per share. Reporting person undertakes to provide upon request by the Securities and Exchange Commission staff, the issuer, or a
- (3) Reflects the weighted-average purchase price for an aggregate of 4,000 shares purchased in multiple transactions at prices ranging from \$14.52 to \$14.75 per share. Reporting person undertakes to provide upon request by the Securities and Exchange Commission staff, the issuer, or a
- (4) 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. Graziadio is neither a trustee nor a beneficiary of GFT and disclaims beneficial ownership of the shares owned by GFT
- (5) Reflects the weighted-average purchase price for an aggregate of 2,200 shares purchased in multiple transactions at prices ranging from \$14.39 to \$14.70 per share. Reporting person undertakes to provide upon request by the Securities and Exchange Commission staff, the issuer, or a
- (6) Reflects the weighted-average purchase price for an aggregate of 3,000 shares purchased in multiple transactions at prices ranging from \$14.52 to \$14.75 per share. Reporting person undertakes to provide upon request by the Securities and Exchange Commission staff, the issuer, or a
- (7) These shares are owned by the Graziadio Dynasty Trust II for the benefit of reporting person.
- (8) Reflects the weighted-average purchase price for an aggregate of 1,700 shares purchased in multiple transactions at prices ranging from \$14.39 to \$14.70 per share. Reporting person undertakes to provide upon request by the Securities and Exchange Commission staff, the issuer, or a
- (9) 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 minor children of Mr. Graziadio are remainder beneficiaries. Mr. Graziadio disclaims beneficial ownership of the shares owned
- (10) 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
- (11) These shares are held by reporting person as custodian for his minor child, George L. Graziadio IV.
- (12) These shares are held by reporting person as custodian for his minor child, Marianna R. Graziadio.
- (13) 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
- (14) These shares are owned by George & Reva Graziadio Grandchildren Trust II for the benefit of the minor child of Mr. Graziadio, George L. Graziadio IV ("Gino Trust"). Mr. Graziadio is the trustee of the Gino Trust, but disclaims beneficial ownership of the shares owned by the Gino
- (15) These shares are owned by George & Reva Graziadio Grandchildren Trust II for the benefit of the minor child of Mr. Graziadio, Marianna Graziadio ("Marianna Trust"). Mr. Graziadio is the trustee of the Marianna Trust, but disclaims beneficial ownership of the shares owned by the
- (16) 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 Mr. Graziadio has no pecuniary interest. Mr. Graziadio is one of three directors of the Foundation, does not hav
- (17) 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. Graziadio is chairman and chief executive officer. Mr. Graziadio disclaims beneficial ownership of the shares ow
- (18) These shares are owned by Western Metals Corporation ("Western Metals"), a corporation as to which GFT and Ginarra beneficially own a significant pecuniary interest and Mr. Graziadio is the president. Mr. Graziadio disclaims beneficial ownership of the shares owned by Western

Remarks:

The Gina-

Carra Partnership, a limited partnership of which Mr. Graziadio was the trustee of each of the general partners (trusts for the benefit of his adult children), previously owned 10,500 shares of common stock of the issuer. Such shares were j

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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