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).

(Print or Type Responses)

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

Name and Address of Reporting Person * Steelberg Chad					2. Issuer Name and Ticker or Trading Symbol Veritone, Inc. [VERI]						5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director X 10% Owner					
(Last) (First) (Middle) C/O VERITONE, INC., 575 ANTON BOULEVARD					3. Date of Earliest Transaction (Month/Day/Year) 04/27/2018							X Officer (give title below) Other (specify below) CEO, Chairman of the Board				
(Street) COSTA MESA, CA 92626				4. If	4. If Amendment, Date 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)		Table I - Non-Derivative Securities Acquired, Disp								Benefici	ially Own	ed	
(Instr. 3) Da		2. Transaction Date (Month/Day/Year)	Execution any	2A. Deemed Execution Date, if any (Month/Day/Year)	Code		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. Ownersh Form: Direct (D or Indirec		t cial ship		
						Code	V	Amount	(A) or (D)	Price	(msu. 3 and 1)			(I) (Instr. 4)	t (mstr.	+)
Common	Stock		04/27/2018			P ⁽¹⁾		8,276	A	\$ 19.3839 (2)	46,834			D		
Common	Stock		04/27/2018			P ⁽¹⁾		11,638	A	\$ 19.7543 (3)	58,472			D		
Common	Stock										3,355,387	7		I	Coast	tments,
Common	Stock										298,287			I	By St Holdi LLC	ngs,
Common	Stock										589,968			I	By No Invest	tments,
Common	Stock										215,921			I	By Ste Verito Fund	
Reminder:	Report on a s	separate lin	e for each class of s	securities	beneficially	owned di	F	Persons containe	who r	nis form a	o the colled are not requ rently valid	uired to res	spond	unless	SEC 147	74 (9-02)
			Table		ative Secu puts, calls,			/ 1	,		ially Owned s)					
1. Title of Derivative Conversion or Exercise (Instr. 3) Security Transaction Date Transaction Date		ned n Date, if	4. Transaction Code	5.		6. Date Exercisable and Expiration Date (Month/Day/Year)			Title and nount of Derivative Deriv Security Security (Instr. 5) str. 3 and Instr. 5		Deriva Securi Benefi Owned Follow Report	tive ties F cially I S ving I ded outtion(s)	orm of Derivative ecurity: Direct (D) r Indirect	11. Nature of Indirec Beneficial Ownershi (Instr. 4)		

	Code	V (A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
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Reporting Owners

D 41 0 N /	Relationships								
Reporting Owner Name / Address	Director 10% Owner		Officer	Other					
Steelberg Chad C/O VERITONE, INC. 575 ANTON BOULEVARD COSTA MESA, CA 92626	X	X	CEO, Chairman of the Board						

Signatures

/s/Jeffrey B. Coyne, as attorney-in-fact for reporting person	04/30/2018
**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) Transaction was effected pursuant to a Rule 10b5-1 Trading Plan adopted by reporting person on March 15, 2018.
 - Reflects the weighted-average purchase price for an aggregate of 8,276 shares purchased in multiple transactions at prices ranging from \$18.66 to \$19.65 per share.
- (2) 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.
- Reflects the weighted-average purchase price for an aggregate of 11,638 shares purchased in multiple transactions at prices ranging from \$19.66 to \$19.94 per share.

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- (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.
- Shares are held by Newport Coast Investments, LLC. The grantor trust of reporting person (of which reporting person is a trustee) is a managing member of Newport Coast (4) Investments, LLC and, as such, reporting person may be deemed a beneficial owner of such shares. Reporting person disclaims beneficial ownership of such shares, except to the extent of his pecuniary interest therein.
- (5) Shares are held by Steel Holdings, LLC. Reporting person is the Manager and member of Steel Holdings, LLC and, as such, reporting person may be deemed a beneficial owner of such shares. Reporting person disclaims beneficial ownership of such shares, except to the extent of his pecuniary interest therein.
- Shares are held by NCI Investments, LLC ("NCI"). Reporting person is the Manager of NCI (and his grantor trust owns 50% of the membership interests in NCI) and, as (6) such, reporting person may be deemed a beneficial owner of such shares. Reporting person disclaims beneficial ownership of such shares, except to the extent of his
- (6) such, reporting person may be deemed a beneficial owner of such shares. Reporting person disclaims beneficial ownership of such shares, except to the extent of his pecuniary interest therein.
- Shares are held by Steel Veritone Fund I, LLC ("SVF"). Reporting person is the Manager of SVF (and his grantor trust owns 50% of the membership interests in SVF) and, (7) as such, reporting person may be deemed a beneficial owner of such shares. Reporting person disclaims beneficial ownership of such shares, except to the extent of his pecuniary interest therein.

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.