FORM 4

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

OMB APPRO	VAL
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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)																	
1. Name and Address of Reporting Person* Zemetra Michael Leonard					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, SUITE 100				3. Date of Earliest Transaction (Month/Day/Year) 10/08/2020								X Officer (give title below) Other (specify below) EVP, CFO & Comp.; Treasurer						
(Street)				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						
y)	(State)	(Zip)	Table I - Non-Derivative Securities Acqui							ired. Disposed of, or Beneficially Owned								
1.Title of Security (Instr. 3)		2. Transaction Date (Month/Day/Year	Execu any	ition I	ed Date, if	Code (Instr. 8)		ion 4	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			Owned Following Reported Transaction(s)		neficially d	o. Ownership Form:	Beneficial		
			(Mont	th/Da	y/Year)	Coo	de	V .	Amount	(A) or (D)	Price	(Instr. 3 and 4)			Direct (D) Owne or Indirect (Instr. (Instr. 4)			
Stock		10/08/2020				A			,	A	\$ 0	41,900			1)		
2. Conversion or Exercise Price of Derivative Security	te.g., puts, calls 3. Transaction Date Exercise (Month/Day/Year) Exercise (Month/Day/Year) Month/Day/Year) Sah. Deemed Execution Date, if Transaction Der Code (Month/Day/Year) (Month/Day/Year) (Instr. 8) Acc (O) (Instr. 8) (D) (Instr. 8)		saction Securities 5. Number of Derivative Securities 6. Date Exercisable and Expiration Date (Month/Day/Year) 7. Tit Securities 6. Date Exercisable and Of Under Securities 7. Tit Securities					ficially (ties) 7. Title of Under Securiti	tle and Amount nderlying rities		8. Price of Derivative Security (Instr. 5)	Derivative Securities Beneficially Owned Following Reported	Ownership Form of Derivative Security: Direct (D) or Indirect	Benefici Ownersh (Instr. 4)				
			Code	v	(A)	(D)				ion	Title	or Ni	umber		(Instr. 4)	(Instr. 4		
\$ 11.1	10/08/2020		A		60,000			(2)	10/08/	2030		. 16	50,000	\$ 0	60,000	D		
\$ 11.1	10/08/2020		A		120,000)		(3)	10/08/	2030		. 112	20,000	\$ 0	120,000	D		
I S	Michael L THE RITONE, I ARD, SU MESA, CA STOCK Report on a service of Derivative Security \$ 11.1	Michael Leonard (First) RITONE, INC., 575 ANTO ARD, SUITE 100 (Street) MESA, CA 92626 (State) ecurity 2. Conversion or Exercise Price of Derivative Security \$ 11.1 10/08/2020	Michael Leonard (First) (Middle) RITONE, INC., 575 ANTON WARD, SUITE 100 (Street) MESA, CA 92626 (State) 2. Transaction Date (Month/Day/Year) Stock 10/08/2020 Table II 2. Conversion or Exercise Price of Derivative Security \$ 11.1 10/08/2020	Michael Leonard (First) (First) (Middle) (Street) (Middle) (Street) (Middle) (Street) (A. If An MESA, CA 92626 (Month/Day/Year) (Month/Day/Year) 2. Transaction Date (Month/Day/Year) (Month/Day/Year) 2. Table II - Deriva (e.g., p.	Michael Leonard (First) (First) (Middle) (Street) (Middle) (Street) 4. If Amends MESA, CA 92626 (State) (Zip) ecurity 2. Transaction Date (Month/Day/Year) (Month/Da Stock 10/08/2020 Table II - Derivative (e.g., puts, or price of Derivative Security Price of Derivative Security \$\frac{1}{2}\$ A. Deemed Execution Date (Month/Day/Year) (Month/Day/Year) A. Transaction Date (Month/Day/Year) (Month/Day/Year) A. Transaction Code (Instr. 8) Code V \$\frac{1}{2}\$ A. Deemed Execution Date, if any (Month/Day/Year) (Month/Day/Year) Code (Instr. 8)	Michael Leonard (First) (Pirst) (Street) (Middle) (Street) (Middle) (Street) 4. If Amendment, Date of Earliest Trail 10/08/2020 (Street) 4. If Amendment, Date of Earliest Trail 10/08/2020 (Street) 4. If Amendment, Date of Earliest Trail 10/08/2020 (Street) 4. If Amendment, Date of Earliest Trail 10/08/2020 (Zip) 2. Transaction Date of (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) 2. Transaction Date of Execution Date, if only of Exercise of Execution Date, if one Exercise of Execution Date of Execution Date, if one Exercise (e.g., puts, calls, war of Exercise (Instr. 8) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (A. Code V (A) \$ 11.1 10/08/2020 A 60,000	Michael Leonard (First) (First) (TTONE, INC., 575 ANTON) (ARD, SUITE 100 (Street) MESA, CA 92626 (State) (State) (Zip) 2. Transaction Date (Month/Day/Year) (Month/Day/Year) Stock (Are an a separate line for each class of securities beneficially owned directly of the context of e.g., puts, calls, warrants (Are and 5) Table II - Derivative Securities Acquired (A) or Disposed of Derivative Security (Month/Day/Year) (Month/Day/Year)	Michael Leonard (First) (ITONE, INC., 575 ANTON) (ARD, SUITE 100 (Street) MESA, CA 92626 (State) (State) (Zip) (Month/Day/Year) 2. Transaction Date (Month/Day/Year) (Month/Day/Year) Table II - Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) (Month/Day/2020) \$ 11.1 10/08/2020 A 16 Amendment, Date Original II 3. Date of Earliest Transaction (Mondh/Day/Year) 2. Transaction Date (Month/Day/Year) A 2. Deemed Execution Date, if any (Month/Day/Year) A 3. Transaction Code (Instr. 8) Code (Instr. 8) Final II - Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) Code Stock A 60,000 A 60,000	Michael Leonard (Nonth/Day/Year) Michael Leonard (Nonth/Day/Year) MESA, CA 92626 (Nonth/Day/Year) Stock (Nonth/Day/Year) (Nonth/Day/Year) A Date Gracinet Transaction (Month/Day/Year) (Month/Day/Year) (Nonth/Day/Year) (Report on a separate line for each class of securities beneficially owned directly or indirectly. Table II - Derivative Securities Acquired, Dispression or Exercise Price of Conversion or Exercise Price of Derivative Security (Month/Day/Year) (Month/Day/Year)	Michael Leonard (i) (First) (Middle) (Middle) (Middle) (Middle) (Middle) (Stroet) MESA, CA 92626 (ii) (State) (Zip) (iii) (Month/Day/Year) MESA, CA 92626 (iiii) (State) (Zip) (iv) (Month/Day/Year) (Michael Leonard (First) (Firs	Veritone, Inc. [VERI]	Michael Leonard Veritone, Inc. [VERI] 3. Date of Earliest Transaction (Month/Day/Year) 10/08/2020 4. If Amendment, Date Original Filed(Month/Day/Year) 6. Individual (Month/Day/Year) 6	Michael Leonard (First) (Middle) (Street) (Instr. 3 and 4) (I	Conversion Order Order	Check all applicable Check Check	Net Net	

	Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
Zemetra Michael Leonard C/O VERITONE, INC. 575 ANTON BOULEVARD, SUITE 100 COSTA MESA, CA 92626			EVP, CFO & Treasurer					

Signatures

/s/Jeffrey B. Coyne, as attorney-in-fact for reporting person	10/13/2020
**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).
- Consists of restricted stock units representing the right to receive upon vesting a total of 40,000 shares of the issuer's common stock. 50% of such restricted stock units will vest on the first (1) anniversary of the grant date, and the remaining 50% will vest in four equal quarterly installments over the next 12-month period thereafter, subject to the continuous service of reporting person with the issuer.
- (2) 25% of the shares subject to the option will vest on the first anniversary of the grant date, and 1/36th of the remaining shares subject to the option will vest in monthly installments thereafter, subject to the continuous service of reporting person with the issuer.
- (3) Stock option will become exercisable in three equal tranches based on the achievement of stock price goals for the common stock of the issuer of \$17.50 per share, \$22.50 per share and \$27.50 per share, respectively, subject to the continuous service of reporting person with the issuer.

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.