

OMB APPROVAL	
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>B. Riley Financial, Inc.</u> (Last) (First) (Middle) 11100 SANTA MONICA BLVD., SUITE 800 (Street) LOS ANGELES CA 90025 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>theMaven, Inc. [MVEN]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) 09/30/2021	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	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

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, par value \$0.01 per share								4,094,708	I	By B. Riley Principal Investments, LLC ⁽¹⁾⁽²⁾⁽³⁾
Common Stock, par value \$0.01 per share								71,442,983	I	By BRF Investments, LLC ⁽¹⁾⁽²⁾⁽³⁾

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 Securities Underlying Derivative Security (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: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					
Series H Preferred Stock, par value \$0.01 per share	\$0.33							08/19/2020	(4)	Common Stock, par value \$0.01 per share	(4)	110	I	By B. Riley Principal Investments, LLC ⁽¹⁾⁽²⁾⁽³⁾
Series H Preferred Stock, par value \$0.01 per share	\$0.33							08/19/2021	(4)	Common Stock, par value \$0.01 per share	(4)	865	I	By BRF Investments, LLC ⁽¹⁾⁽²⁾⁽³⁾

1. Name and Address of Reporting Person*
B. Riley Financial, Inc.
 (Last) (First) (Middle)
 11100 SANTA MONICA BLVD., SUITE 800
 (Street)
 LOS ANGELES CA 90025
 (City) (State) (Zip)

1. Name and Address of Reporting Person*
B. RILEY PRINCIPAL INVESTMENTS, LLC
 (Last) (First) (Middle)
 11100 SANTA MONICA BLVD., SUITE 800
 (Street)

LOS ANGELES	CA	90025
(City)	(State)	(Zip)
1. Name and Address of Reporting Person*		
BRF Investments, LLC		
(Last)	(First)	(Middle)
11100 SANTA MONICA BLVD SUITE 800		
(Street)		
LOS ANGELES	CA	90025
(City)	(State)	(Zip)
1. Name and Address of Reporting Person*		
RILEY BRYANT R		
(Last)	(First)	(Middle)
11100 SANTA MONICA BLVD., SUITE 800		
(Street)		
LOS ANGELES	CA	90025
(City)	(State)	(Zip)

Explanation of Responses:

1. This Form 4 is filed jointly by B. Riley Financial, Inc., a Delaware corporation ("BRF"), B. Riley Principal Investments, LLC, a Delaware limited liability company ("BRPI"), BRF Investments, LLC, a Delaware corporation ("BRFI"), and Bryant Riley.
2. BRF is the parent company of BRPI. As a result, BRF may be deemed to indirectly beneficially own the securities of theMaven, Inc. (the "Issuer") held of record by BRPI. BRF is the parent company of BRFI. As a result, BRF may be deemed to indirectly beneficially own the securities of the Issuer held of record by BRFI. BRF expressly disclaims beneficial ownership of the securities of the Issuer reported herein held indirectly except to the extent of such Reporting Person's pecuniary interest therein.
3. Bryant Riley, as Chief Executive Officer of BRCM and Chairman and Co-Chief Executive Officer of BRF, has voting power and dispositive power over the securities of the Issuer held of record by BRPI and BRFI. As a result, Bryant Riley may be deemed to indirectly beneficially own the securities of the Issuer held of record by BRPI and BRFI. Mr. Riley expressly disclaims beneficial ownership of the securities of the Issuer reported herein held indirectly except to the extent of his pecuniary interest therein.
4. Subject to the conversion limitation described in the next sentence, the reported security is convertible into common stock of the Issuer at any time, and has no expiration date, but is subject to mandatory conversion on the fifth anniversary of the issuance date. The reported security is subject to a conversion limitation that prohibits the Issuer from effecting a conversion of the reported security into common stock if giving effect to the conversion would cause the holder to beneficially own (together with its affiliates or any "group" members) in excess of 4.99% of the common stock (or, upon notice by the holder, in excess of 9.99% of the common stock).

Remarks:

As of September 30, 2021, by virtue of the removal of any trading and voting power authority in any capacity of BRF, B. Riley Capital Management, LLC, a New York limited liability company, a registered investment advisor ("BRCM"), and Bryant R. Riley over the assets of BRC Partners Opportunity Fund, LP, a Delaware limited partnership ("BRPLP"), BRF, BRCM and Bryant R. Riley no longer may be deemed to beneficially own the shares held by BRPLP.

[B. Riley Financial, Inc., by: /s/](#)
[Bryant R. Riley, Co-Chief](#) [10/29/2021](#)
[Executive Officer](#)
[B. Riley Principal Investments,](#)
[LLC by: /s/ Kenneth Young,](#) [10/29/2021](#)
[Chief Executive Officer](#)
[BRF Investments, LLC., by: /s/](#)
[Phillip Ahn, Authorized](#) [10/29/2021](#)
[Signatory](#)
[/s/ Bryant R. Riley](#) [10/29/2021](#)
 ** Signature of Reporting Person Date

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

* 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).

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.