

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* <b>B. Riley Financial, Inc.</b>			2. Issuer Name and Ticker or Trading Symbol <b>theMaven, Inc. [ MVEN ]</b>			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) <input type="checkbox"/> Other (specify below) <input type="checkbox"/>		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) <b>10/06/2021</b>					
11100 SANTA MONICA BLVD., SUITE 800			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		
(Street)	LOS ANGELES CA 90025							
(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, par value \$0.01 per share	10/06/2021		P <sup>(4)</sup>		4,094,708	A	(4)	4,094,708	I	By B. Riley Principal Investments, LLC <sup>(1)(2)(3)</sup>
Common Stock, par value \$0.01 per share								7,612,089	I	By BRC Partners Opportunity Fund, LP <sup>(1)(2)(3)</sup>
Common Stock, par value \$0.01 per share								71,442,983	I	By BRF Investments, LLC <sup>(1)(2)(3)</sup>

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	Title	Amount or Number of Shares				
Series H Preferred Stock, par value \$0.01 per share	\$0.33	10/06/2021		P		110		08/19/2020	(5)	Common Stock, par value \$0.01 per share	(5)	(4)	110	I	By B. Riley Principal Investments, LLC <sup>(1)(2)(3)</sup>
Series H Preferred Stock, par value \$0.01 per share	\$0.33							08/19/2020	(5)	Common Stock, par value \$0.01 per share	(5)		2,500	I	By BRC Partners Opportunity Fund, LP <sup>(1)(2)(3)</sup>
Series H Preferred Stock, par value \$0.01 per share	\$0.33							08/19/2021	(5)	Common Stock, par value \$0.01 per share	(5)		865	I	By BRF Investments, LLC <sup>(1)(2)(3)</sup>

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

(City)	(State)	(Zip)
1. Name and Address of Reporting Person*		
<a href="#">B. RILEY PRINCIPAL INVESTMENTS, LLC</a>		
(Last)	(First)	(Middle)
11100 SANTA MONICA BLVD., SUITE 800		
(Street)		
LOS ANGELES	CA	90025
(City)	(State)	(Zip)
1. Name and Address of Reporting Person*		
<a href="#">RILEY BRYANT R</a>		
(Last)	(First)	(Middle)
11100 SANTA MONICA BLVD., SUITE 800		
(Street)		
LOS ANGELES	CA	90025
(City)	(State)	(Zip)

**Explanation of Responses:**

- 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"), and Bryant Riley.
- 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. BRC Partners Opportunity Fund, LP, a Delaware limited partnership ("BRPLP"), is a subsidiary of B. Riley Capital Management, LLC, a New York limited liability company ("BRCM"), a registered investment advisor, and is the general partner of BRPLP. BRF is the parent company of BRCM. As a result, BRPGP, BRCM and BRF may be deemed to indirectly beneficially own the securities of the Issuer held of record by BRPLP. BRF is the parent company of BRF Investments, LLC ("BRFI"). As a result, BRF may be deemed to indirectly beneficially own the securities of the Issuer held of record by BRFI. Each of BRF, BRPGP and BRCM 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.
- 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 BRPLP, BRPI and BRFI. As a result, Bryant Riley may be deemed to indirectly beneficially own the securities of the Issuer held of record by BRPLP, 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.
- The reported securities were acquired in consideration for the satisfaction of \$2.8 million of indebtedness, plus accrued and unpaid interest, owed by the prior chief executive officer of the Issuer to BRPI.
- 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).

[B. Riley Financial, Inc., by: /s/](#)  
[Bryant R. Riley, Co-Chief](#) 10/06/2021  
[Executive Officer](#)

[B. Riley Principal Investments,](#)  
[LLC, by: /s/ Kenneth Young,](#) 10/06/2021  
[Chief Executive Officer](#)

[/s/ Bryant R. Riley,](#) 10/06/2021  
 \*\* 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.**