

OMB APPROVAL	
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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

1. Name and Address of Reporting Person* <u>Levinsohn Ross</u> (Last) (First) (Middle) 225 LIBERTY STREET, 27TH FLOOR (Street) NEW YORK NY 10281 (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) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Chief Executive Officer
	3. Date of Earliest Transaction (Month/Day/Year) 02/18/2021	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

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			

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		Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Options to purchase	\$0.79	02/18/2021		A		2,195,122	02/18/2021 ⁽¹⁾	02/18/2031	Common Stock	2,195,122	\$0.00	2,195,122	D	
Options to purchase	\$0.79	02/18/2021		A	V	2,195,122		02/18/2031	Common Stock	2,195,122	\$0.00	2,195,122	D	
RSU	(3)	02/18/2021		A	V	5,121,951		(4)	Common Stock	5,121,951	\$0.00	5,121,951	D	
RSU	(3)	02/18/2021		A	V	5,121,951		(5)	Common Stock	5,121,951	\$0.00	5,121,951	D	

Explanation of Responses:

- 1/3 of the shares associated with the option will vest immediately on the date of grant; 1/3 of the shares associated with the option will vest on August 26, 2021; 1/3 of the shares associated with the option will vest on August 26, 2022.
- The option shall be subject to vesting (i) based on the common stock of the Issuer being listed on a national securities exchange registered with the Securities and Exchange Commission under Section 6 of the Securities Exchange Act of 1934, and (ii) the concurrent achievement by the Issuer of stock price targets; or in the event that either a) the Issuer's Board of Directors choose not to list on an aforementioned exchange, or b) should the Issuer become a wholly private company; then options shall vest in accordance with the optionholder's executive employment agreement.
- Each RSU represents a contingent right to receive 1 share of the Issuer's common stock.
- 1/3 of the shares associated with the RSU shall vest on the earlier of: (1) 45 days following the date the Common Stock is listed on a national securities exchange registered with the Securities and Exchange Commission under Section 6 of the Securities Exchange Act of 1934, (2) the date on which grantee's continuous service is terminated for any reason whatsoever, and (3) August 26, 2021, so long as the grantee is continuously employed by the Issuer or any affiliate immediately prior to such date; 1/3 of the shares associated with the RSU shall vest on the August 26, 2021, so long as the grantee is continuously employed by the Issuer or any affiliate immediately prior to such date; 1/3 of the shares associated with the RSU shall vest on the August 26, 2022, so long as the grantee is continuously employed by the Issuer or any affiliate immediately prior to such date.
- The RSU shall be subject to vesting (i) based on the common stock of the Issuer being listed on a national securities exchange registered with the Securities and Exchange Commission under Section 6 of the Securities Exchange Act of 1934, and (ii) the concurrent achievement by the Issuer of stock price targets; or in the event that either a) the Issuer's Board of Directors choose not to list on an aforementioned exchange, or b) should the Company become a wholly private company; then shares shall vest in accordance with the grantee's executive employment agreement.

/s/ Ross Levinsohn 03/16/2021

** 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.