SEC Form 4	
------------	--

# FORM 4

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549 STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

0									
OMB Number: 3235-0287									
Estimated average burden									
hours per response:	0.5								

Section 16	box if no longer subjet Form 4 or Form 5 may continue. <i>See</i> 1(b).		d pursuant to Section 16(a) of the Securities Exchange Act of 193	_		3235-028 urden 0	
(Last) C/O CARD	(First) LYTICS, INC.	(Middle)	d pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940 Image: Company Act of 1940   2. Issuer Name and Ticker or Trading Symbol 5. Relationship of Reporting Person(s) to I (Check all applicable) Director 5. Relationship of Reporting Person(s) to I (Check all applicable) Director	Owner er (specify w)			
(Street) ATLANTA	t)		GA 30308 Line) X Form fil Form fil				

(City) (State)

(Zip)

## Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

Table 1 Non Bernative Geournes Acquired, Disposed of, or Beneriotally owned											
1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transa Code ( 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported	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 (Instr. 3 and 4)			(1150.4)	
Common Stock	01/07/2021		<b>M</b> <sup>(1)</sup>		261	A	\$20	59,970	D		
Common Stock	01/07/2021		<b>M</b> <sup>(1)</sup>		722	A	\$30.44	60,692	D		
Common Stock	01/07/2021		S <sup>(1)</sup>		983	D	\$135.08	59,709	D		

#### 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. Transa Code ( 8)		of Deriv Secu Acqu (A) o Disp of (D	r osed ) r. 3, 4	6. Date Exercisable and Expiration Date (Month/Day/Year)		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				
Employee Stock Option (Right to Buy)	\$20	01/07/2021		<b>M</b> <sup>(1)</sup>			261	(2)	12/06/2026	Common Stock	261	\$0	0	D	
Employee Stock Option (Right to Buy)	\$30.44	01/07/2021		<b>M</b> <sup>(1)</sup>			722	(3)	07/07/2027	Common Stock	722	\$0	3,185	D	

### Explanation of Responses:

1. These transactions were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on November 13, 2020.

2. Fully vested.

3. This option became exercisable with respect to one quarter (1/4) of the shares of stock subject to this option on April 1, 2018 (the "Initial Vesting Date"). The option becomes exercisable in respect of the remaining shares in thirty-six (36) equal monthly installments commencing one (1) month after the Initial Vesting Date, provided the Reporting Person continuously provides service to the Issuer through each vesting period.

#### **Remarks:**

/s/ Kirk L. Somers

\*\* Signature of Reporting Person

01/07/2021

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.