Edgar Filing: Stoppelman Jeremy - Form 4

Stoppelman Form 4	Jeremy										
September 2	25, 2017										
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							OMMISSION	OMB APPROVAL OMB 3235-0287 Number: January 31, 2005 Estimated average burden hours per response 0.5			
Check th if no lon subject to Section Form 4 Form 5 obligation may con <i>See</i> Insta 1(b).	nis box ager to 16. or Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 20(b) of the Investment Company Act of 1940										
(Print or Type	Responses)										
Stoppelman Jeremy Symbol				T T T T T T T T T T T T T T T T T T T				5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First) (I			e of Earliest Transaction				(Check all applicable)			
C/O YELP INC., 140 NEW 09/21/2 MONTGOMERY ST., 9TH FL.				h/Day/Year) /2017				_X_ Director 10% Owner _X_ Officer (give title Other (specify below) below) Chief Executive Officer			
				led(Month/Day/Year)				 Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person 			
SAN FRAN	NCISCO, CA 941	05					i	Form filed by Mo Person	ore than One Rep	porting	
(City)	(State)	(Zip)	Tab	ole I - Non-I	Derivative	Secur	ities Acqu	ired, Disposed of,	or Beneficiall	y Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deeme Execution I any (Month/Da	Date, if	3. 4. Securities Acquired (A) Transactionor Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) (A) or Code V Amount (D) Price				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)	
Common Stock	09/21/2017				13,000	D	\$ 43.4873 (2)	2,752,310	I <u>(3)</u>	See Footnote (3)	

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

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 control number.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

Date Expiration Exercisable Date Code V (A) (D) **Reporting Owners Relationships Reporting Owner Name / Address** Director 10% Owner Officer Other Stoppelman Jeremy C/O YELP INC. Х Chief Executive Officer 140 NEW MONTGOMERY ST., 9TH FL. SAN FRANCISCO, CA 94105 Signatures /s/ Donna Hammer, 09/25/2017 Attorney-in-fact **Signature of Reporting Person Date

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4.

Code

(Instr. 8)

Execution Date, if

(Month/Day/Year)

any

5.

of

Derivative

Securities

Acquired

Disposed

(Instr. 3, 4, and 5)

(A) or

of (D)

TransactionNumber

7. Title and

Amount of

Underlying

(Instr. 3 and 4)

Amount or

Title Number

of

Shares

Securities

6. Date Exercisable and

Expiration Date

(Month/Day/Year)

8. Price of

Derivative

Security

(Instr. 5)

9. Nt

Deriv

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Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

3. Transaction Date 3A. Deemed

(Month/Day/Year)

- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Shares were sold pursuant to a duly adopted 10b5-1 trading plan.

The sales price reported is the weighted average sale price for the number of shares sold. These shares were sold in multiple transactions
 (2) at prices ranging from \$43.11 to \$44.07, inclusive. Full information regarding the number of shares sold at each separate price will be supplied upon request by Securities and Exchange Commission Staff, the Issuer or a security holder of the Issuer.

(3) Shares are held by Jeremy Stoppelman as Trustee UA 03/16/10 Jeremy Stoppelman Revocable Trust. The Reporting Person holds voting and dispositive power over the shares.

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.

1. Title of

Security

(Instr. 3)

Derivative

2

Conversion

or Exercise

Derivative

Price of

Security