

JONES JERRY C

Form 5

May 03, 2019

**FORM 5****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**Check this box if  
no longer subject  
to Section 16.Form 4 or Form  
5 obligations  
may continue.See Instruction  
1(b).Form 3 Holdings  
Reported

Form 4

Transactions

Reported

**ANNUAL STATEMENT OF CHANGES IN BENEFICIAL  
OWNERSHIP OF SECURITIES**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  
30(h) of the Investment Company Act of 1940

## OMB APPROVAL

OMB  
Number: 3235-0362Expires: January 31,  
2005Estimated average  
burden hours per  
response... 1.01. Name and Address of Reporting Person \*  
JONES JERRY C

(Last) (First) (Middle)

LIVERAMP HOLDINGS,  
INC., 225 BUSH STREET, 17TH  
FLOOR

(Street)

2. Issuer Name and Ticker or Trading  
Symbol  
LiveRamp Holdings, Inc. [RAMP]3. Statement for Issuer's Fiscal Year Ended  
(Month/Day/Year)  
03/31/20195. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☐ Director ☐ 10% Owner  
☒ Officer (give title below) ☐ Other (specify below)  
CHIEF ETHICS & LEGAL OFFICER4. If Amendment, Date Original  
Filed(Month/Day/Year)

6. Individual or Joint/Group Reporting

(check applicable line)

SAN FRANCISCO, CA 94104

☒ Form Filed by One Reporting Person  
☐ Form Filed by More than One Reporting  
Person

(City) (State) (Zip)

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

| 1. Title of<br>Security<br>(Instr. 3)  | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3.<br>Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired<br>(A) or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned at end<br>of Issuer's<br>Fiscal Year<br>(Instr. 3 and<br>4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Ownership<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|--|---|---|---|---|---|---|--|
| COMMON<br>STOCK,<br>\$.10 PAR<br>VALUE | 03/31/2019                              | Â   | J                                       | 202.0208<br>(1)<br>A \$ 0   | 5,396.8796  | I   | BY<br>MANAGED<br>ACCOUNT<br>1  |
| COMMON<br>STOCK,<br>\$.10 PAR<br>VALUE | Â                                       | Â   | Â                                       | Â Â 205,413   | D   | Â   |  |

COMMON  
STOCK,  
\$.10 PAR  
VALUE

^

^

^

^

^

^

3,494.7296  
(2)

I

BY  
MANAGED  
ACCOUNT  
2

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.**

SEC 2270  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and<br>Amount of<br>Underlying<br>Securities<br>(Instr. 3 and 4) | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. of<br>D<br>S<br>B<br>O<br>E<br>I<br>F<br>(I |
|---|--|---|---|--------------------------------------|--|--|---|---|--|
|---|--|---|---|--------------------------------------|--|--|---|---|--|

| Date<br>Exercisable | Expiration<br>Date | Title | Amount<br>or<br>Number<br>of<br>Shares |
|---------------------|--------------------|-------|--|
| (A)                 | (D)                |       |  |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |   |       |
|--|---------------|-----------|---|-------|
|  | Director      | 10% Owner | Officer                                 | Other |
| JONES JERRY C<br>LIVERAMP HOLDINGS, INC.<br>225 BUSH STREET, 17TH FLOOR<br>SAN FRANCISCO, CA 94104 | ^             | ^         | ^ CHIEF<br>ETHICS &<br>LEGAL<br>OFFICER | ^     |

## Signatures

/s/ By: Catherine L. Hughes, Attorney-in-Fact For: Jerry C.  
Jones

05/03/2019

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* 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).

(1) These shares were acquired during fiscal 2019 under the Company's 401(k) Retirement Savings Plan.

(2) On June 20, 2018, the reporting person disclosed the deposit of 671 shares into his retirement account. Due to a clerical error by the administrator of the Acxiom Corporation Non-Qualified Deferred Compensation Plan, the number of shares deposited was transposed, and the total amount of shares beneficially owned by the reporting person has been reduced to reflect the correct deposit of 167 shares into his retirement account.

## Edgar Filing: JONES JERRY C - Form 5

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