FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D	.C. 20549
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Check this box if no longer subject to
Section 16. Form 4 or Form 5
obligations may continue. See
Instruction 1(h)

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

	nd Address of E TILLY	Reporting Person*						e and Tid INC. [g Symbol				ationship o all applica Director	able)	Perso	on(s) to Issu 10% Ow			
(Last) C/O TILI	LY'S, INC.	irst)	(Middle)		03	3. Date of Earliest Transaction (Month/Day/Year) 03/30/2017									below)	give title		Other (s below)			
(Street) IRVINE	et)				_ 4.	4. If Amendment, Date of Original Filed (Month/Day/Year)									ndividual or Joint/Group Filing (Check Applicable X Form filed by One Reporting Person Form filed by More than One Reporting Person						
(City)	(S	tate)	(Zip)																		
			ble I - N	1		_			'	d, D	'	of, or B		ially	T			1.			
Date			Date	ansaction th/Day/Year)		2A. Deemed Execution Date, if any (Month/Day/Year)		Transaction Code (Instr.		4. Securities Acquired (A) o Disposed Of (D) (Instr. 3, 4 a			d 5)	5. Amour Securitie Beneficia Owned F	s ally ollowing	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	: Direct I · Indirect I str. 4) (7. Nature of ndirect Beneficial Dwnership			
									Code	v	Amount	(A) or (D)	Price		Reported Transacti (Instr. 3 a	ion(s)			Instr. 4)		
Class A Common Stock				03/30/2017		7			С		5,000) A	\$0.	.00	5,000				By Trust L ⁽¹⁾		
Class A Common Stock 0				03/3	0/2017	7			S ⁽²⁾		5,000) D	\$9.23	374 ⁽³⁾	0				By Trust		
Class A Common Stock 03/3				03/3	0/2017	2017			С		5,000) A	\$0.	.00	5,0	000			By Trust		
Class A Common Stock 03/30/2				0/2017	2017		S ⁽²⁾		5,000	0 D \$9.2345		345 ⁽³⁾	0				By Trust				
			Table II									of, or Be tible sec			wned						
1. Title of Derivative Conversion or Exercise Price of Derivative Security		Date,	Code (Inst		on of E		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amoun Securities Underlyi Derivative Security (Instr. 3 and 4)		ng [3. Price of Derivative Security Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(: (Instr. 4)		10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)					
					Code	v	(A)		Date Exercisab		Expiration Date	Title	Amount Number Shares								
Class B Common Stock	(4)	03/30/2017			С			5,000	(4)		(4)	Class A Common Stock	5,000	0	\$0.00	394,38	36	I	By Trust 1 ⁽⁵⁾		
Class B Common Stock	(4)	03/30/2017			С		5,000		(4)	(4)		Class A Common Stock 5,0		0	\$0.00	394,386		I	By Trust 2 ⁽⁵⁾		
Class B Common Stock	(4)								(4)		(4)	Class A Common Stock	4,203,1	147		4,203,1	47	D			

- 1. Represents shares of Class A Common Stock held by trusts of which the Reporting Person is trustee and an immediate family member is the beneficiary. The Reporting Person disclaims beneficial ownership of such shares except to the extent of her pecuniary interest therein, if any.
- 2. The sales reported in this Form 4 were effected pursuant to a 10b5-1 trading plan adopted by the trust, of which the Reporting Person is trustee and an immediate family member is the beneficiary, on April 1, 2016 in accordance with Rule 10b5-1 of the Securities Exchange Act of 1934, as amended.
- 3. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$9.15 to \$9.32, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote
- 4. Class B Common Stock has no expiration date and, subject to certain events, is automatically convertible on a one-for-one basis into shares of Class A Common Stock.
- 5. Represents shares of Class B Common Stock held by trusts of which the Reporting Person is trustee and an immediate family member is the beneficiary. The Reporting Person disclaims beneficial ownership of such shares except to the extent of her pecuniary interest therein, if any.

Remarks:

/s/ Michael L. Henry, Attorney-03/31/2017 in-Fact for Tilly Levine

** 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.