FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPRO	VAL				
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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

Name and Address of Reporting Person* LEVINE TILLY													5. Relationship of Reporting Person(s) to Issuer (Check all applicable)						
LEVIN	E IILLY	-			-			11.01	[1210	J					Director		X		
(Last)	(F	irst)	(Middle)					liest Trar	saction	(Mon	th/Day/Year	·)			Officer (below)	give title		Other (s below)	pecify
` ′	LY'S, INC.	,	()		02	2/15/2	017												
10 WHA	TNEY				-							5 6()		:			-::	(0)	
-					_ ^{4.}	If Ame	ename	ent, Date	of Origin	iai Fii	led (Month/	Day/Year)		ine). -ine	ridual or Jo	oint/Group	Hiling	(Check App	licable
(Street) IRVINE	С	Λ	92618											X		•		rting Persor	
,		Α	92010		_										Form fil Person	ed by More	e than	One Repor	ting
(City)	(S	state)	(Zip)																
		Ta	ble I - N	lon-De	rivativ	ve Se	curi	ities A	cquire	d, D	isposed	of, or B	enefici	ally (Owned				
		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 an			5)	Beneficially Owned Followir		6. Ownership Form: Direct (D) or Indirect g (I) (Instr. 4)	: Direct r Indirect str. 4)	7. Nature of Indirect Beneficial Ownership			
										v	Amount	(A) or (D)	Price		Reported Transaction(s) (Instr. 3 and 4)				(Instr. 4)
Class A C	Common St	ock		02/15	/2017				С		5,000	A	\$0.0	00	5,000		5,000		By Trust 1 ⁽¹⁾
Class A C	Common St	ock		02/15	/2017				S ⁽²⁾		5,000	D	\$11.88	376 ⁽³⁾	0		I		By Trust 1
Class A C	Common St	ock		02/15	/2017				С		5,000	A	\$0.0	00	5,000		00 I		By Trust
Class A C	Common St	ock		02/15	/2017				S ⁽²⁾		5,000	D	\$11.88	.8869 ⁽³⁾ 0				By Trust	
			Table I								sposed o				wned				
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	ate Execution Date, Transaction of Expiration Date		sable and	7. Title an	d Amount Underlyin Security	of 8	3. Price of Derivative Security Instr. 5)	9. Number derivative Securities Beneficial Owned Following Reported Transactio (Instr. 4)	is Silly	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)						
					Code	v	(A)		Date Exercisa		Expiration Date	Title	Amount of Number of Shares						
Class B Common Stock	(4)	02/15/2017			С			5,000	(4)		(4)	Class A Common Stock	5,000		\$0.00	399,38	6	I	By Trust 1 ⁽⁵⁾
Class B Common Stock	(4)	02/15/2017			С			5,000	(4)		(4)	Class A Common Stock	5,000		\$0.00	399,38	6	I	By Trust 2 ⁽⁵⁾
Class B	(4)								(4)		(4)	Class A	4 263 1	47		4 262 1	47	D	

Explanation of Responses:

- 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 \$11.78 to \$12.06, 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, Attorneyin-Fact for Tilly Levine

02/16/2017

** Signature of Reporting Person

Stock

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.