FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington,	D.C.	20549
vvasiliigton,	D.C.	20040

STATEMENT	OF CHANGE	S IN BENEF	FICIAL OV	VNERSHIP

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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(b).

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

	d Address of ohn Paul	Reporting Person*			. Issuer Na PELOTO					ng Symbol IVE, INC	<u>C.</u> [F	TON	5. Rela (Check X		,		(s) to Is	
		st) (M TERACTIVE, IN JE, SIXTH FLO			3. Date of Earliest Transaction (Month/Day/Year) 08/16/2021					X	Office below	,		Other (specify below)				
(Street) NEW YC			0001 Cip)	4.	4. If Amendment, Date of Original Filed (Month/Day/Year)					6. Indiv Line) X	vidual or Joint/Group Filing (Check Applicable Form filed by One Reporting Person Form filed by More than One Reporting Person							
		Table	I - Non-Deriva	ativ	re Secui	rities <i>F</i>	Acqu	ıired	, Di	isposed	of, or	Benef	icially	Own	ed			
1. Title of Security (Instr. 3)		2. Transaction Date (Month/Day/Ye		2A. Deemed Execution Date,		3. Transaction Code (Instr. 8)		n [4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and		d 5)	5. Amount of Securities Beneficially Owned Following		Form: Direct (D) or Indirect (I)		7. Nature of Indirect Beneficial Ownership (Instr. 4)		
							Code	e v	4	Amount	(A) or (D)	Price			ted action(s) 3 and 4)	, ,		
Class A C	Common Sto	ock	08/16/202	1			S ⁽¹⁾			5,009	D	\$107.7	7862 ⁽²⁾	29	94,991	D		
Class A C	Common Sto	ock	08/16/202	1			S ⁽¹⁾			9,793	D	\$108.7	7068 ⁽³⁾	28	285,198			
Class A C	Common Sto	ock	08/16/202	1			S ⁽¹⁾			51,272	D	\$109.8)9.8842 ⁽⁴⁾		233,926			
Class A Common Stock 08/16/2021			1	L		S ⁽¹⁾			30,426	D	\$110.6	5216 ⁽⁵⁾	20	203,500				
Class A C	Common Sto	ock	08/16/202	1	_		S ⁽¹⁾			3,500	D	\$111.4	^{1731⁽⁶⁾}	200,000		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)		ansaction ode (Instr.	5. Numl of Derivati Securiti Acquire (A) or Dispose of (D) (Instr. 3 and 5)	Expiratio (Month/D ties red sed 3, 4			oay/Year)		Fitle and rount of curities derlying rivative curity (Ins and 4) Amount or Numb	nt .		9. Number derivative Securities Beneficially Owned Following Reported Transactior (Instr. 4)	Own Forr Dire or In (I) (I	ership n: ct (D) direct nstr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Со	ode V	V (A) (D) Date Exercisal			sable	Expiratio e Date	n Titl	of e Share	s					

Explanation of Responses:

- 1. The sales reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person and previously referenced in the issuer's Form 8-K filed on September 22, 2020.
- 2. The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$107.23 to \$108.22 per share, 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 range set forth in this footnote.
- 3. The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$108.23 to \$109.22 per share, 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 range set forth in this footnote.
- 4. The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$109.24 to \$110.23 per share, 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 range set forth in this footnote.
- 5. The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$110.24 to \$111.23 per share, 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 range set forth in this footnote.
- 6. The reported price in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$111.25 to \$111.86 per share, 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 range set forth in this footnote.

Remarks:

/s/ Hisao Kushi as attorney-infact for John P. Foley 08/18/2021

** 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.