7/7/22, 2:08 PM SEC FORM 4

SEC Form 4

# FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

OMB APPROVAL									
OMB Number:	3235-0287								
Estimated average burd	en								
hours per response:	0.5								

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

#### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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*     Henry Alyssa				er Name <b>and</b> Ticker of k, Inc. [ SQ ]	or Tradir	ng Syn	nbol		ationship of Reporting all applicable) Director	Person(s) to Issuer 10% Ow			
(Last) 1455 MARKET STR SUITE 600	(First) EET	(Middle)	3. Date 07/05/2	e of Earliest Transact 2022	ion (Mor	nth/Day	y/Year)		X	Officer (give title below)	Other below) re Lead	(specify	
(Street) SAN FRANCISCO (City)	CA (State)	94103 (Zip)	4. If An	4. If Amendment, Date of Original Filed (Month/Day/Year)					6. Indiv	Individual or Joint/Group Filing (Check Applicable Line)     X Form filed by One Reporting Person     Form filed by More than One Reporting Person			
		Tal	ole I - Non-Derivat	ive Securities Acq	quired,	Dispo	sed of, or Be	neficiall	y Owned				
Da		2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr.		4. Securities Acquired (ADisposed Of (D) (Instr. 3, 5)			5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership		
					Code V		Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)		(Instr. 4)	
Class A Common Sto	ck		07/05/2022		S		5,485(1)	D	\$62.63	428,058	D		

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

 $C^{(2)}$ 

 $s^{(3)}$ 

s<sup>(3)</sup>

s<sup>(3)</sup>

30.770

17,014

8,416

5,340

\$0.00

\$65.98(4)

\$67.04<sup>(5)</sup>

\$67.93<sup>(6)</sup>

Α

D

D

D

458.828

441,814

433,398

428,058

D

D

D

D

	(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)	4. Transa Code 8)		5. Num Deriva Securi Acquir or Disp of (D) ( 3, 4 an	ties ed (A) oosed Instr.	6. Date Exerc Expiration D (Month/Day/	ate	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported	Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		Transaction(s) (Instr. 4)		
Stock Option (right to buy)	\$7.254	07/06/2022		M <sup>(3)</sup>			30,770	(7)	05/14/2024	Class B Common Stock <sup>(8)</sup>	30,770	\$0.00	1,323,070	D	
Class B Common Stock <sup>(8)</sup>	(8)	07/06/2022		M		30,770		(8)	(8)	Class A Common Stock	30,770	\$0.00	30,770	D	
Class B Common Stock <sup>(8)</sup>	(8)	07/06/2022		C <sup>(2)</sup>			30,770	(8)	(8)	Class A Common Stock	30,770	\$0.00	0	D	

## Explanation of Responses:

Class A Common Stock

Class A Common Stock

Class A Common Stock

Class A Common Stock

- 1. Represents the number of shares automatically sold to satisfy the Issuer's income tax withholding and remittance obligations in connection with the vesting of restricted stock and restricted stock units.
- 2. Represents the conversion of Class B Common Stock into Class A Common Stock held of record by the Reporting Person.
- $3. \ The \ option \ exercise \ and \ sales \ reported \ on \ this \ Form \ 4 \ were \ effected \ pursuant \ to \ a \ Rule \ 10b5-1 \ trading \ plan.$
- 4. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$65.63 to \$66.59 per share. 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 sale price. These shares were sold in multiple transactions at prices ranging from \$66.65 to \$67.60 per share. 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 sale price. These shares were sold in multiple transactions at prices ranging from \$67.70 to \$68.33 per share. 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.
- 7. 25% of the shares subject to the option vested on May 12, 2015 and 1/48th of the shares vested monthly thereafter.
- 8. Each share of Class B Common Stock is convertible into one share of Class A Common Stock at the option of the holder and has no expiration date.

07/06/2022

07/06/2022

07/06/2022

07/06/2022

### Remarks:

/s/ Susan Szotek, Attorney-in-Fact 07/07/2022

\*\* 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.