

OMB APPROVAL	
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

1. Name and Address of Reporting Person* CALLAGHAN JON			2. Issuer Name and Ticker or Trading Symbol PELTON INTERACTIVE, INC. [PTON]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 09/30/2019			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		
575 HIGH STREET, SUITE 400			4. If Amendment, Date of Original Filed (Month/Day/Year)					
(Street)	PALO ALTO	CA	94301					
(City)	(State)	(Zip)						

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

1. Title of Security (Instr. 3)	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 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			

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)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		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 Transaction(s) (Instr. 4)	10. 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				
Series A Preferred Stock	(1)	09/30/2019		C			200,000	(1)	(1)	Class B Common Stock ⁽²⁾	200,000	\$0.00	0	I	By True Ventures IV, L.P. ⁽³⁾⁽⁴⁾⁽⁵⁾
Class B Common Stock	(2)	09/30/2019		C		200,000		(2)	(2)	Class A Common Stock	200,000	\$0.00	200,000	I	By True Ventures IV, L.P. ⁽³⁾⁽⁴⁾⁽⁵⁾
Series C Preferred Stock	(6)	09/30/2019		C		18,041,748		(6)	(6)	Class B Common Stock ⁽²⁾	18,041,748	\$0.00	0	I	By True Ventures IV, L.P. ⁽³⁾⁽⁴⁾⁽⁵⁾
Class B Common Stock	(2)	09/30/2019		C		18,041,748		(2)	(2)	Class A Common Stock	18,041,748	\$0.00	18,241,748	I	By True Ventures IV, L.P. ⁽³⁾⁽⁴⁾⁽⁵⁾
Series D Preferred Stock	(7)	09/30/2019		C		3,003,768		(7)	(7)	Class B Common Stock ⁽²⁾	3,003,768	\$0.00	0	I	By True Ventures Select I, L.P. ⁽³⁾⁽⁴⁾
Class B Common Stock	(2)	09/30/2019		C		3,003,768		(2)	(2)	Class A Common Stock	3,003,768	\$0.00	3,003,768	I	By True Ventures Select I, L.P. ⁽³⁾⁽⁴⁾
Series E Preferred Stock	(8)	09/30/2019		C		923,284		(8)	(8)	Class B Common Stock ⁽²⁾	923,284	\$0.00	0	I	By True Ventures Select I, L.P. ⁽³⁾⁽⁴⁾
Class B Common Stock	(2)	09/30/2019		C		923,284		(2)	(2)	Class A Common Stock	923,284	\$0.00	3,927,052	I	By True Ventures Select I, L.P. ⁽³⁾⁽⁴⁾
Series E Preferred Stock	(8)	09/30/2019		C		2,769,852		(8)	(8)	Class B Common Stock ⁽²⁾	2,769,852	\$0.00	0	I	By True Ventures Select II, L.P. ⁽³⁾⁽⁴⁾
Class B Common Stock	(2)	09/30/2019		C		2,769,852		(2)	(2)	Class A Common Stock	2,769,852	\$0.00	2,769,852	I	By True Ventures Select II, L.P. ⁽³⁾⁽⁴⁾
Series D Preferred Stock	(7)	09/30/2019		C		2,045,597		(7)	(7)	Class B Common Stock ⁽²⁾	2,045,597	\$0.00	0	I	By True Ventures Select III, L.P. ⁽³⁾⁽⁴⁾
Class B Common Stock	(2)	09/30/2019		C		2,045,597		(2)	(2)	Class A Common Stock	2,045,597	\$0.00	2,045,597	I	By True Ventures Select III, L.P. ⁽³⁾⁽⁴⁾
Series F Preferred Stock	(9)	09/30/2019		C		1,385,025		(9)	(9)	Class B Common Stock ⁽²⁾	1,385,025	\$0.00	0	I	By True Ventures Select III, L.P. ⁽³⁾⁽⁴⁾

