SEC Form 4	
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## FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549 STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL OMB Number: 3235-0287 Estimated average burden

1. Title of Security	r (Instr. 3)	2. Trans	action	2A. Deemed	3.	4. Securities Acquired (A) or		5. Amount of	f 6. Owne	rship 7	. Nature
		Table I - Non-De	erivative	e Securities A	cquired, D	isposed of, or Benefi	cially (	Owned			
(City)	(State)	(Zip)									
	EWYORK INY 10036							Form filed by More than One Reporting Person			ting
(Street) NEW YORK	NY	10036					Line)	Form filed	by One Reporti	ng Persor	ı
1177 AVENUE	OF THE AMER	LICAS	4. If	f Amendment, Date	of Original Fi	ed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicabl				
	ARKETS INC.		12/	10/2020				Children i Ha		. onice	•
(Last)	(First)	(Middle)		Date of Earliest Trar /16/2020	:h/Day/Year)		,	min. and Ris	,		
			— L_				X	Officer (giv below)	e title	Other (s below)	pecify
Zucker Scott				adeweb Mark	<u>ets Inc.</u> [	TW ]	(Check	all applicable Director	ble) 10% Owner		ner
1. Name and Addre	ess of Reporting Pe	rson*		ssuer Name <b>and</b> Ti		• •			Reporting Person(s) to Issuer		
Instruction 1(b).						rities Exchange Act of 1934 Company Act of 1940		<u> </u>	hours per respo		0.0
Section 16. For obligations may										0.5	
Check this box i	if no longer subject to	STATE	MENT	OF CHANG	ES IN BI	ENEFICIAL OWN	ERSH	IP	OMB Number: Estimated avera		235-0287

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)		ransaction Disposed Of (D) (Instr. 3, 4 and 5) ode (Instr.		5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
				v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(Instr. 4)
Class A common stock	12/16/2020		<b>M</b> <sup>(1)</sup>		19,274	A	\$20.59	81,549 <sup>(2)</sup>	D	
Class A common stock	12/16/2020		<b>S</b> <sup>(1)</sup>		19,174	D	<b>\$</b> 65.8304 <sup>(3)</sup>	62,375 <sup>(2)</sup>	D	
Class A common stock	12/16/2020		<b>S</b> <sup>(1)</sup>		100	D	\$66.39	62,275 <sup>(2)</sup>	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)	4. Transa Code ( 8)		of		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				
Stock Option (Right to Buy)	\$20.59	12/16/2020		<b>M</b> <sup>(1)</sup>			19,274	(4)	10/26/2028	Class A common stock	19,274	\$0	0	D	

## Explanation of Responses:

1. This transaction was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on November 16, 2020.

2. This amount includes (i) 22,867 unvested restricted stock units ("RSUs") in respect of the issuer's Class A common stock ("Class A Common Stock") which are scheduled to vest on January 1, 2021, (ii) 26,404 unvested RSUs in respect of Class A Common Stock which are scheduled to vest in January 1, 2022, and (iii) 9,004 unvested RSUs in respect of Class A Common Stock which are scheduled to vest in analy 1, 2022, and (iii) 9,004 unvested RSUs in respect of Class A Common Stock which are scheduled to vest in analy 1, 2022, and (iii) 9,004 unvested RSUs in respect of Class A Common Stock which are scheduled to vest in analy 1, 2022, and (iii) 9,004 unvested RSUs in respect of Class A Common Stock which are scheduled to vest in analy 1, 2022, and (iii) 9,004 unvested RSUs in respect of Class A Common Stock which are scheduled to vest in analy 1, 2022, and (iii) 9,004 unvested RSUs in respect of Class A Common Stock which are scheduled to vest in analy 1, 2022, and (iii) 9,004 unvested RSUs in respect of Class A Common Stock which are scheduled to vest in analy 1, 2022, and (iii) 9,004 unvested RSUs in respect of Class A Common Stock which are scheduled to vest in analy 1, 2022, and (iii) 9,004 unvested RSUs in respect of Class A Common Stock which are scheduled to vest in analy 1, 2022, and (iii) 9,004 unvested RSUs in respect of Class A Common Stock which are scheduled to vest in analy 1, 2022, and (iii) 9,004 unvested RSUs in respect of Class A Common Stock which are scheduled to vest in analy 1, 2022, and (iii) 9,004 unvested RSUs in respect of Class A Common Stock which are scheduled to vest in analy 1, 2022, and (iii) 9,004 unvested RSUs in respect of Class A Common Stock which are scheduled to vest in analy 1, 2022, and (iii) 9,004 unvested RSUs in respect of Class A Common Stock which are scheduled to vest in analy 1, 2022, and (iii) 9,004 unvested RSUs in respect of Class A Common Stock which are scheduled to vest in analy 1, 2022, and (iii) 9,004 unvested RSUs in respect of Class A Common Stock which are scheduled to vest in analy 1, 2022, and (iii) 9,004 unvested RSUs in respect of Class A Common Stock which are scheduled to vest in analy 1, 2022, and (iii) 9,004 unvested RSUs in respect of Class A Com 3. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$65.37 to \$66.32, inclusive. The reporting person undertakes to provide 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 footnote 3 to this Form 4.

4. This option is fully vested and exercisable as of the date hereof.

/s/ Scott Zucker

12/16/2020 Date

\*\* Signature of Reporting Person

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.