| SEC Form 4 |  |
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## FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Washington, D.C. 20549

| OMB APPROVAL           |           |  |  |  |  |  |  |
|------------------------|-----------|--|--|--|--|--|--|
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Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

|  |              |           |  | 1  |  |  |  |  |
|--|--------------|-----------|--|--|--|--|--|--|
| 1. Name and Address of Reporting Person*   |              |           | 2. Issuer Name and Ticker or Trading Symbol              | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable) |  |  |  |  |
| <u>McMurray Kevin</u>  |              |           | Lifevantage Corp [ LFVN ]                                | Director 10% Owner   |  |  |  |  |
|  |              |           |  | X Officer (give title Other (specify                                       |  |  |  |  |
| (Last)   | (First)      | (Middle)  | 3. Date of Earliest Transaction (Month/Day/Year)         | A below) below)  |  |  |  |  |
|  | ( )          | ( )       | 07/01/2020   | General Counsel  |  |  |  |  |
| 9/85 S. MOI  | NROE STREET, | SUITE 400 |  |  |  |  |  |  |
| ,  |              |           | 4. If Amendment, Date of Original Filed (Month/Day/Year) | 6. Individual or Joint/Group Filing (Check Applicable                      |  |  |  |  |
| (Street)   |              |           |  | Line)  |  |  |  |  |
| SANDY  | UT           | 84070     |  | X Form filed by One Reporting Person                                       |  |  |  |  |
| ,  |              |           |  | Form filed by More than One Reporting                                      |  |  |  |  |
| (City)   | (State)      | (Zip)     |  | Person   |  |  |  |  |
| Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned |              |           |  |  |  |  |  |  |

| Table 1 Hon Bentalite Bedanices Acquired, Disposed of, of Benenolary Owned |  |   |      |   |   |               |   |   |   |          |
|--|--|---|------|---|---|---------------|---|---|---|----------|
| 1. Title of Security (Instr. 3)  | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) |      |   | 4. Securities Acquired (A) or<br>Disposed Of (D) (Instr. 3, 4 and<br>5) |               | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following<br>Reported | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |          |
|  |  |   | Code | v | Amount  | (A) or<br>(D) | Price   | Transaction(s)<br>(Instr. 3 and 4)                                |   | (1150.4) |
| Common Stock   | 07/01/2020                                 |   | М    |   | 981(1)  | Α             | \$0 <sup>(2)</sup>  | 50,097  | D   |          |
| Common Stock   | 07/01/2020                                 |   | F    |   | 672 <sup>(3)</sup>  | D             | \$13.58   | 49,425  | D   |          |

## Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) 1. Title of 3. Transaction 3A. Deemed 5. Number 6. Date Exercisable and 7. Title and 8. Price of 9. Number of 10. 11. Nature Ownership Derivative Conversion Date Execution Date. Transaction Expiration Date (Month/Day/Year) Amount of Derivative derivative of Indirect of (Month/Day/Year) Security (Instr. 3) if any (Month/Day/Year) Derivative Security (Instr. 5) or Exercise Code (Instr. Securities Securities Form Beneficial Price of Derivative Security Securities Underlying Derivative Security Beneficially Direct (D) 8) Ownership Acquired (A) or Disposed of (D) (Instr. 3, 4 Owned or Indirect (I) (Instr. 4) (Instr. 4) Following Reported (Instr. 3 and 4) Transaction(s) (Instr. 4) and 5) Amount Numbe Expiration Date of Code v (A) (D) Exercisable Date Title Shares Performance Common **3,93**7<sup>(1)</sup> (2)(1) (1) 07/01/2020 981 D M 981 \$<mark>0</mark> Stock Units Stock

## Explanation of Responses:

1. On November 15, 2018 the reporting person was granted PSUs which vest only to the extent the specified financial performance criteria are achieved and subject to the reporting person's continued service with the issuer, as follows: (i) 5/12 of the earned award vested on the first anniversary of the grant date and (ii) an additional 1/12 of the earned award will vest on the first day of each calendar quarter thereafter. The reporting person initially reported the number of shares that were eligible to be earned at target-level performance achievement. The performance criteria were achieved at a level above target; accordingly, the reporting person is eligible to earn 162% of the target number of units. The actual number of shares that vested on the reported transaction date was 162% of the at-target number of shares subject to vesting on that date and the number of PSUs beneficially owned following the reported transaction has been updated to reflect 162% of the target number of units.

2. Performance Stock Units ("PSUs") convert into common stock on a one-for-one basis.

3. These shares were withheld to satisfy tax withholding obligations in connection with the vesting of a PSU award and stock unit award granted to the reporting person on November 15, 2018. **Remarks:** 

<u>/s/ Kevin McMurray</u>

07/06/2020 Date

\*\* Signature of Reporting Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 $\ast$  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.

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