FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Washington, D.C. 20549

	OMB APPROVAL									
	OMB Number:	3235-0287								
	Estimated average burden									
- 1	ha	٥٦								

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*  Fife Steven R					Lifevantage Corp [ LFVN ]							(Ch	eck all applic	able) r	g Pers	10% Ow	ner
`	(First) (Middle) ONROE STREET, SUITE 400				3. Date of Earliest Transaction (Month/Day/Year) 10/01/2020							below)	w)		below)	респу	
				4. If Ar	4. If Amendment, Date of Original Filed (Month/Day/Year)						Line	e) <mark>X</mark> Form fi Form fi	ividual or Joint/Group Filing (Check Applicable Form filed by One Reporting Person Form filed by More than One Reporting Person				
	Table	e I - No	n-Deriv	ative S	Securit	ies Acc	quired,	Dis	posed o	f, c	or Ben	eficial	y Owned				
Date					Execution Date,			Transaction Disposed Of (D) (Instr. 3, 4 Code (Instr.				Securitie Beneficia Owned F	s ally following	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)				msu. 4)		
Common Stock 10/01/3							М		1,961 <sup>(1)</sup> A		<b>\$0</b> <sup>(2)</sup>	154,082			D		
Common Stock 10/01/							M		809 <sup>(3)</sup> A		\$ <mark>0</mark> (2)	154,891		D			
Common Stock 10/01/2							F		1,674 <sup>(4)</sup> D \$		\$11.8	5 153	153,217		D		
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)																	
ve Conversion Date Execution Date, To C Or Exercise (Month/Day/Year) if any			tion of De Se Ac (A) Dis of (In	erivative ecurities equired ) or sposed (D) estr. 3, 4	Expiration	on Dat	e Amount of Securities Underlying			Derivative Security (Instr. 5) Benefi Owned Follow Repor		e s Illy	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)			
	Ven R  (First  (First  (First  (First  (First  (First  (First  (Sta  (Sta  (Sta  Ecurity (Instr.  Stock  Stock  Stock  Conversion or Exercise Price of Derivative	Ven R  (First) (A  JTH MONROE STREET, S  UT 8  (State) (Z  Table ecurity (Instr. 3)  Stock  Stock  Conversion or Exercise Price of Derivative (Month/Day/Year)	Ven R  (First) (Middle)  JTH MONROE STREET, SUITE 40  UT 84070  (State) (Zip)  Table I - No ecurity (Instr. 3)  Stock  Stock  Table II -  Conversion or Exercise Price of Derivative (Month/Day/Year)  I any (Month/E	(First)	Conversion or Exercise Price of Derivative Service (Month/Day/Year)   Conversion or Exercise Price of Derivative (Month/Day/Year)   Conversion or Exercise (Month/Day/Year)   Conversion Date (Month/Day/Year)   Conversion D	(First) (Middle)  JTH MONROE STREET, SUITE 400  Table I - Non-Derivative Securities (Month/Day/Year)  Stock  Table II - Derivative Securities (e.g., puts, calls, wards of Date (Month/Day/Year)  Table II - Derivative Securities (e.g., puts, calls, wards of Date (Month/Day/Year)  Stock  Table II - Derivative Securities (e.g., puts, calls, wards of Date (Month/Day/Year)  Table II - Derivative Securities (e.g., puts, calls, wards of Date (Month/Day/Year)  Table II - Derivative Securities (e.g., puts, calls, wards of Date (Month/Day/Year)  Table II - Derivative Securities (e.g., puts, calls, wards of Date (Month/Day/Year)  Table II - Derivative Securities (e.g., puts, calls, wards of Date (Month/Day/Year)  Table II - Derivative Securities (e.g., puts, calls, wards of Date (Month/Day/Year)  Table II - Derivative Securities (e.g., puts, calls, wards of Date (Month/Day/Year)  Table II - Derivative Securities (e.g., puts, calls, wards of Date (Month/Day/Year)  Table II - Derivative Securities (e.g., puts, calls, wards of Date (Month/Day/Year)  Table II - Derivative Securities (e.g., puts, calls, wards of Date (Month/Day/Year)  Table II - Derivative Securities (e.g., puts, calls, wards of Date (Month/Day/Year)  Table II - Derivative Securities (e.g., puts, calls, wards of Date (Month/Day/Year)  Table II - Derivative Securities (e.g., puts, calls, wards of Date (Month/Day/Year)	(First) (Middle)  JTH MONROE STREET, SUITE 400  Table I - Non-Derivative Securities Accuration Date (Month/Day/Year)  Stock  10/01/2020  Table II - Derivative Securities Acquee.g., puts, calls, warrants, (Month/Day/Year)  Table II - Derivative Securities Acquee.g., puts, calls, warrants, (Month/Day/Year)  Table II - Derivative Securities Acquee.g., puts, calls, warrants, (Month/Day/Year)  Table II - Derivative Securities Acquee.g., puts, calls, warrants, (Month/Day/Year)  Table II - Derivative Securities Acquee.g., puts, calls, warrants, (Month/Day/Year)  Table II - Derivative Securities Acquee.g., puts, calls, warrants, (Month/Day/Year)  Table II - Derivative Securities Acquee.g., puts, calls, warrants, (Month/Day/Year)	Lifevantage Corp   LFV	Code   Conversion or Exercise Price of Derivative Security   Code   Conversion or Exercise Price of Derivative Security	Lifevantage Corp   LFVN	Lifevantage Corp   LFVN	Code   Conversion or Exercise   Conversion or Exercise or Date (Month/Day/Year)   Code (Instr. garden)   Conversion or Exercise or Date (Month/Day/Year)   Code (Instr. garden)   Cod	Characterists   Corp   Corp   Characterists   Characteri	Lifevantage Corp. [ LFVN ]  Lifevantage Corp. [ LFVN ]  Lifevantage Corp. [ LFVN ]  Solution   Check all application   Compared to the below    UT 84070  4. If Amendment, Date of Original Filed (Month/Day/Year)  (State) (Zip)  Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned    Execution Date, (Month/Day/Year)    (Month/Day/Year)    (Month/Day/Year)    Stock   10/01/2020   M 1,961(1)   A \$0(2)    Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned    Stock   10/01/2020   M 1,961(1)   A \$0(2)    Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned    Stock   10/01/2020   M 1,961(1)   A \$0(2)    Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned    Stock   10/01/2020   M 809(3)   A \$0(2)    Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned    Stock   10/01/2020   F 1,674(4)   D \$11.85   153    Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned    Conversion   Check   Che	Lifevantage Corp   LFVN   Check all applicable   Director   X   Officer (give titte below)   CFO and I	Lifevantage Corp [ LFVN ]  Lifevantage Corp [ LFVN ]  Sanction (Month/Day/Year)  10/01/2020  Lifevantage Corp [ LFVN ]  Sanction (Month/Day/Year)  10/01/2020  Lifevantage Corp [ LFVN ]  Sanction (Month/Day/Year)  10/01/2020  Lifevantage Corp [ LFVN ]  Sanction (Month/Day/Year)  Sanction (Month/Day/Year)  Lifevantage Corp [ LFVN ]  Sanction (Month/Day/Year)  Sanction (Month/Day/Year)  Sanction (Month/Day/Year)  Lifevantage Corp [ LFVN ]  Sanction (Month/Day/Year)  Sanction (Mo	Lifevantage Corp   LFVN   Check all applicable)   Director   10% Ownership   Conversion   Code (Instr. 3)   Code (Instr. 4)   Code (Inst

## **Explanation of Responses:**

(2)

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.

(1)

(3)

(A) (D)

1,961

809

M

M

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

10/01/2020

10/01/2020

- 3. On February 1, 2019 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) 1/2 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.
- 4. These shares were withheld to satisfy tax withholding obligations in connection with the vesting of PSU awards and stock unit awards granted to the reporting person on November 15, 2018 and February 1,

## Remarks:

Performanc

Stock Units

Performance

Stock Units

/s/ Steven R. Fife

10/05/2020

5,916(1)

2.427(3)

D

D

\*\* Signature of Reporting Person

or Number

1,961

809

Stock

Commor

Stock

\$<mark>0</mark>

\$0

Expiration

(1)

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.