SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

OMB Number:	3235-0287								
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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

1. Name and Address of Reporting Person*				2. Issuer Name and Ticker or Trading Symbol Lifevantage Corp [LFVN]							5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
<u>Goodwin I</u>	<u>kyan</u>		=		<u>untege oork</u>						Director	10% 0	Owner		
(Last) 9785 SOUTH	(First) H MONROE ST	0	3. Date of Earliest Transaction (Month/Day/Year) 08/28/2020							X Officer (give title Other (specify below) Chief Marketing Officer					
(Street)				4. If Amendment, Date of Original Filed (Month/Day/Year)						Line)	6. Individual or Joint/Group Filing (Check Applicable Line)				
SANDY	UT	84070								X	Form filed by One	e Reporting Pers	on		
(City)	(State)	(Zip)									Form filed by Mo Person	Nore than One Reporting			
		Table I - Nor	n-Derivativ	ve Se	ecurities Acqu	ired,	Disp	posed of, o	or Ben	eficially	Owned				
Date			2. Transactio Date (Month/Day/		2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transa Code (8)					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)		
Common Sto	ck ⁽¹⁾		08/28/20)20		Α		3,732	A	\$ <mark>0</mark>	149,343	D			
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)															

	(c.g., puts, cars, 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. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		ate	r) Amount of Securities		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				
Performance Restricted Stock Units ⁽²⁾	(3)	08/28/2020		A	v	3,732		(3)	(3)	Common Stock	3,732	\$0	3,732	D	

Explanation of Responses:

1. This reflects a stock unit award, in which each stock unit represents a right to receive one share of issuer common stock, which award will vest, subject to the reporting person's continued service with the issuer, as follows: (i) 1/3 of the total number of units will vest on the first anniversary of the grant date and (ii) the remaining units will vest in equal installments as of the first day of each calendar quarter thereafter.

2. Each PRSU represents a right to receive one share of issuer common stock, with the total number of units reflecting the number that are eligible to be earned at target-level performance achievement. Upon achievement of the maximum level of the applicable performance criteria, the reporting person may become eligible to earn 200% of the target number of units.

3. The PRSUs will 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) 1/3 of the earned award will vest on the first anniversary of the grant date and (ii) the remainder of the earned award will vest in equal installments as of the first day of each calendar quarter thereafter.

Remarks:

<u>/s/ Ryan Goodwin</u>

** Signature of Reporting Person

08/28/2020

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.