

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
Estimated average burden
hours per response: 0.5

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* <u>COMCAST CORP</u>			2. Issuer Name and Ticker or Trading Symbol <u>EVINE Live Inc. [EVLV]</u>		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director ☒ 10% Owner Officer (give title below) Other (specify below)	
(Last) (First) (Middle) <u>ONE COMCAST CENTER</u>			3. Date of Earliest Transaction (Month/Day/Year) <u>01/31/2017</u>			
(Street) <u>PHILADELPHIA PA 19103</u>			4. If Amendment, Date of Original Filed (Month/Day/Year)		6. Individual or Joint/Group Filing (Check Applicable Line) ☒ Form filed by One Reporting Person ☐ Form filed by More than One Reporting Person	
(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			
Common Stock	01/31/2017		S		4,400,000	D	\$1.12	2,741,849	I	By Subsidiary ⁽¹⁾

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)
							Date Exercisable	Expiration Date					
					Code	V			Title	Amount or Number of Shares			

1. Name and Address of Reporting Person* <u>COMCAST CORP</u>		
(Last)	(First)	(Middle)
<u>ONE COMCAST CENTER</u>		
(Street) <u>PHILADELPHIA PA 19103</u>		
(City)	(State)	(Zip)
1. Name and Address of Reporting Person* <u>NBCUniversal, LLC</u>		
(Last)	(First)	(Middle)
<u>30 ROCKEFELLER PLAZA</u>		
(Street) <u>NEW YORK NY 10112</u>		
(City)	(State)	(Zip)
1. Name and Address of Reporting Person* <u>NBCUniversal Media, LLC</u>		
(Last)	(First)	(Middle)
<u>30 ROCKEFELLER PLAZA</u>		
(Street)		

NEW YORK	NY	10112
(City)	(State)	(Zip)

Explanation of Responses:

1. NBCUniversal Media, LLC is a wholly owned subsidiary of NBCUniversal, LLC; Comcast Corporation owns 100% of NBCUniversal, LLC (through wholly owned subsidiaries).

<u>/s/ Arthur R. Block, Executive</u> <u>Vice President, General</u> <u>Counsel and Secretary,</u> <u>Comcast Corporation</u>	<u>01/31/2017</u>
<u>/s/ Arthur R. Block, Executive</u> <u>Vice President, NBCUniversal,</u> <u>LLC</u>	<u>01/31/2017</u>
<u>/s/ Arthur R. Block, Executive</u> <u>Vice President, NBCUniversal</u> <u>Media, LLC</u>	<u>01/31/2017</u>
** Signature of Reporting Person	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.

Joint Filer Information

Name of Joint Filer: NBCUniversal, LLC

Address of Joint Filer: 30 Rockefeller Plaza
New York, NY 10112

Relationship of Joint Filer to Issuer: 10% Owner

Issuer Name and Ticker or Trading Symbol: EVINE Live Inc. (EVLV)

Date of Earliest Transaction Required
to be Reported (Month/Day/Year): 01/31/2017

Designated Filer: Comcast Corporation

Signature:

NBCUNIVERSAL, LLC

By: /s/ Arthur R. Block
Name: Arthur R. Block
Title: Executive Vice President

Date: January 31, 2017

Name of Joint Filer: NBCUniversal Media, LLC

Address of Joint Filer: 30 Rockefeller Plaza
New York, NY 10112

Relationship of Joint Filer to Issuer: 10% Owner

Issuer Name and Ticker or Trading Symbol: EVINE Live Inc. (EVLV)

Date of Earliest Transaction Required
to be Reported (Month/Day/Year): 01/31/2017

Designated Filer: Comcast Corporation

Signature:

NBCUNIVERSAL MEDIA, LLC

By: /s/ Arthur R. Block
Name: Arthur R. Block
Title: Executive Vice President

Date: January 31, 2017