

# FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB APPROVAL  
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### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person Isaac Jon		2. Issuer Name and Ticker or Trading Symbol LIVE VENTURES Inc [LIVE]		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) CEO and President	
(Last) (First) (Middle) C/O LIVE VENTURES, INC., 325 EAST WARM SPRINGS ROAD, STE. 102		3. Date of Earliest Transaction (Month/Day/Year) 01/28/2021			
(Street) LAS VEGAS, NV 89119		4. If Amendment, Date Original Filed(Month/Day/Year)		6. Individual or Joint/Group Filing (Check Applicable Line) <input type="checkbox"/> Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person	
(City) (State) (Zip)		<b>Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned</b>			

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			

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

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**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 Underlying Securities (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 of Derivative Security: 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				
Warrant (right to buy)	\$ 28.5	01/28/2021		X			10,914	09/10/2012	09/10/2021	Series B Preferred Stock	10,914	\$ 0	1,395,898 (1)	D	
Warrant (right to buy)	\$ 24.3	01/28/2021		X			12,383	12/11/2012	12/11/2021	Series B Preferred Stock	12,383	\$ 0	1,383,515 (1)	D	
Warrant (right to buy)	\$ 16.6	01/28/2021		X			54,396	03/27/2013	03/27/2022	Series B Preferred Stock	54,396	\$ 0	1,329,119 (1)	D	
Warrant (right to buy)	\$ 16.8	01/28/2021		X			17,857	03/28/2013	03/28/2022	Series B Preferred Stock	17,857	\$ 0	1,311,262 (1)	D	
Warrant (right to buy)	\$ 28.5	01/28/2021		X			22,479	12/03/2014	12/03/2021	Series B Preferred Stock	22,479	\$ 0	1,288,783 (1)	D	
Series B Preferred Stock	(2)	01/28/2021		X			8,826	(2)	(2)	Common Stock	44,130	\$ 0	1,297,609	D	
Series B Preferred Stock	(2)	01/28/2021		S(3)			2,088	(3)	(3)	Common Stock	10,440	\$ 0	1,297,609	D	
Series B Preferred Stock	(2)	01/28/2021		X			10,363	(2)	(2)	Common Stock	51,815	\$ 0	1,349,424	D	
Series B Preferred Stock	(2)	01/28/2021		S(4)			2,020	(2)	(2)	Common Stock	10,100	\$ 0	1,349,424	D	
Series B Preferred Stock	(2)	01/28/2021		X			48,335	(2)	(2)	Common Stock	241,675	\$ 0	1,591,099	D	

Series B Preferred Stock	(2)	01/28/2021		S(5)		6,061	(2)	(2)	Common Stock	30,305	\$ 0	1,591,099	D
Series B Preferred Stock	(2)	01/28/2021		X	15,843		(2)	(2)	Common Stock	79,215	\$ 0	1,670,314	D
Series B Preferred Stock	(2)	01/28/2021		S(6)		2,014	(2)	(2)	Common Stock	10,070	\$ 0	1,670,314	D
Series B Preferred Stock	(2)	01/28/2021		X	18,179		(2)	(2)	Common Stock	90,895	\$ 0	1,761,209	D
Series B Preferred Stock	(2)	01/28/2021		S		4,300	(2)	(2)	Common Stock	21,500	\$ 0	1,761,209	D

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Isaac Jon C/O LIVE VENTURES, INC. 325 EAST WARM SPRINGS ROAD, STE. 102 LAS VEGAS, NV 89119	X	X	CEO and President	
Isaac Capital Group, LLC 3525 DEL MAR HEIGHTS ROAD SUITE 765 SAN DIEGO, CA 92130		X		

## Signatures

Isaac Capital Group LLC, by Jon Isaac, Managing Member /s/ Jon Isaac		02/01/2021
		Date

## Explanation of Responses:

\* 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).

- (1) The Series B Preferred Stock and the underlying shares of common stock are subject to a lock-up agreement with the issuer that expires on December 31, 2021.
- (2) Each share of Series B Preferred Stock currently converts into five shares of Live Ventures Incorporated common stock. The Series B Preferred Stock and the underlying shares of common stock are subject to a lock-up agreement with the issuer that expires on December 31, 2021.  
On January 28, 2021, Isaac Capital Group (ICG) of which Jon Isaac is the sole member, exercised a warrant to purchase 10,914 shares of Series B Convertible Preferred Stock (Series B Preferred Stock) of Live Ventures Incorporated (Live Ventures) for \$28.50 per share. ICG paid the exercise price on a cashless basis, resulting in Live Ventures withholding 2,088 of the warrant shares to pay the exercise price and issuing to ICG the remaining 8,826 shares. Live Ventures also paid \$16.39 to ICG in lieu of a fractional share.
- (3) On January 28, 2021, Isaac Capital Group (ICG) of which Jon Isaac is the sole member, exercised a warrant to purchase 12,383 shares of Series B Convertible Preferred Stock (Series B Preferred Stock) of Live Ventures Incorporated (Live Ventures) for \$24.30 per share. ICG paid the exercise price on a cashless basis, resulting in Live Ventures withholding 2,020 of the warrant shares to pay the exercise price and issuing to ICG the remaining 10,363 shares. Live Ventures also paid \$67.05 to ICG in lieu of a fractional share.
- (4) On January 28, 2021, Isaac Capital Group (ICG) of which Jon Isaac is the sole member, exercised a warrant to purchase 54,396 shares of Series B Convertible Preferred Stock (Series B Preferred Stock) of Live Ventures Incorporated (Live Ventures) for \$16.60 per share. ICG paid the exercise price on a cashless basis, resulting in Live Ventures withholding 6,061 of the warrant shares to pay the exercise price and issuing to ICG the remaining 48,335 shares. Live Ventures also paid \$129.63 to ICG in lieu of a fractional share.
- (5) On January 28, 2021, Isaac Capital Group (ICG) of which Jon Isaac is the sole member, exercised a warrant to purchase 17,857 shares of Series B Convertible Preferred Stock (Series B Preferred Stock) of Live Ventures Incorporated (Live Ventures) for \$16.80 per share. ICG paid the exercise price on a cashless basis, resulting in Live Ventures withholding 2,014 of the warrant shares to pay the exercise price and issuing to ICG the remaining 15,843 shares. Live Ventures also paid \$144.53 to ICG in lieu of a fractional share.
- (6)

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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