FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

5. Relationship of Reporting Person(s) to Issuer

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

## 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

2. Issuer Name **and** Ticker or Trading Symbol

Name and Address of Reporting Person*     Lake Katrina					ssuer Name <b>and</b> Tio <u>itch Fix, Inc.</u>			g Symbol	(Che	Officer (circo title	Owner			
(Last) (First) (Middle) 1 MONTGOMERY STREET, SUITE 1500					Date of Earliest Tran /21/2019	saction	(Mon	th/Day/Year)	X	Officer (give title Other (specify below)  Chief Executive Officer				
(Street) SAN FRANCISCO (City)		4. II	f Amendment, Date	of Orig	inal Fi	led (Month/Day	Line)	Individual or Joint/Group Filing (Check Application)     X Form filed by One Reporting Person     Form filed by More than One Reporting Person						
		Table I - I	Non-Deriva	ative	e Securities Ad	cquire	ed, D	isposed of	, or B	eneficially	y Owned			
1. Title of Security (Instr. 3)			2. Transaction Date (Month/Day/Y	Execution Date,		3. Transaction Code (Instr. 8)		4. Securities Acquir Disposed Of (D) (Ins		3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Class A Common	Stock					Code	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	Amount	(A) or (D)	Price	(Instr. 3 and 4) 61,746 <sup>(1)</sup>	D		
Class A Common											20,203(1)	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016 <sup>(2)</sup>	
Class A Commor	ı Stock		10/21/20:	19		C <sup>(5)</sup>		5,000(3)	A	\$0	25,203	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016 <sup>(2)</sup>	
Class A Common	ı Stock		10/21/203	19		C <sup>(5)</sup>		28,333(3)	A	\$0	28,333	I	Katrina M. Lake Revocable Trust <sup>(6)</sup>	
Class A Commor	ı Stock		10/21/20:	19		S <sup>(7)</sup>		5,000	D	\$23.28	20,203	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016 <sup>(2)</sup>	
Class A Common	ı Stock		10/21/20	19		S <sup>(7)</sup>		28,333(8)	D	\$23.1332	0	I	Katrina M. Lake Revocable Trust <sup>(6)</sup>	
Class A Common	ı Stock		10/22/203	19		C <sup>(5)</sup>		28,333 <sup>(3)</sup>	A	\$0	28,333	I	Katrina M. Lake Revocable Trust <sup>(6)</sup>	
										-				

			ole I - Non-Deri		2A. Deemed	5 A(		u, L				1		la a	<u>. l.</u>	N-4 .
1. Title of Security (Instr. 3)			2. Transac Date (Month/Da		Execution Date, if any (Month/Day/Year)		3. Transa Code ( 8)		4. Securities Disposed Of	Acquired (D) (Instr.	(A) or 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported		6. Owners Form: Dire (D) or India (I) (Instr. 4)	ct Ir ect B	Nature of idirect eneficial wnership nstr. 4)
							Code	v	Amount	(A) or (D)	Price	Transacti (Instr. 3 a	on(s)		"	11311. 4)
Class A (	Common St	ock	10/22/2	2019			C <sup>(5)</sup>		5,000(3)	A	\$0	25,2	203	I	C a k M F T d	ohn C. Clifford nd Catrina M. Lake Levocable Trust ated May 23, 016 <sup>(2)</sup>
Class A (	Common St	ock	10/22/2	2019			S <sup>(7)</sup>		28,333 <sup>(9)</sup>	D	\$22.5887	′ (	)	I	N F	Catrina I. Lake Levocable Trust <sup>(6)</sup>
Class A (	Common St	ock	10/22/2	2019			S <sup>(7)</sup>		5,000(10)	D	\$22.5757	20,2	203	I	C a k M F T d	ohn C. Clifford nd Catrina M. Lake Levocable Trust ated May 23, 016 <sup>(2)</sup>
Class A (	Common St	ock	10/23/2	2019			C <sup>(5)</sup>		5,000 <sup>(3)</sup>	A	\$0	25,2	203	I	C a k M F T d	ohn C. Clifford nd Catrina M. Lake Levocable Trust ated May 23, 016 <sup>(2)</sup>
Class A Common Stock		10/23/2	10/23/2019			C <sup>(5)</sup>		28,334 <sup>(3)</sup>	A	\$0	28,3	334	I	N F	Catrina M. Lake Levocable Trust <sup>(6)</sup>	
Class A Common Stock		10/23/2	10/23/2019			S <sup>(7)</sup>		5,000(11)	D	\$23.0018	20,203		I	C a k M F T d	ohn C. Clifford nd Catrina M. Lake Levocable Trust ated May 23, 016 <sup>(2)</sup>	
Class A Common Stock		10/23/2	10/23/2019			S <sup>(7)</sup>		28,334 <sup>(12)</sup>	D	\$23.0148	0		I	N F	Katrina M. Lake Revocable Trust <sup>(6)</sup>	
		-	Table II - Deriv									Owned		•		
1. Title of Derivative Security (Instr. 3)  2. Conversion or Exercion Price of Derivative Security		nversion   Date   Exercise   (Month/Day/Year)   if an (Mor rivative		Deemed 4. ution Date, Transa		rants  nber  tive ties red sed (Instr.	6. Date Exe Expiration (Month/Day		rcisable and Date	7. Title and Amour of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)		ve Ow es For ially Dire or I ng (I) ( d tion(s)	nership m: ect (D) ndirect nstr. 4)	11. Natur of Indirec Beneficia Ownershi (Instr. 4)
				Code	V (A) (	D)	Date Exerc	isable	Expiration Date	Title	Amount or Number of Shares					

	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)		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)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Class B Common Stock	(3)							(3)	(3)	Class A Common Stock	0		675,932	I	Katrina M. Lake 2017 Irrevocable Trust <sup>(4)</sup>
Class B Common Stock	(3)	10/21/2019		C <sup>(5)</sup>			5,000	(3)	(3)	Class A Common Stock	5,000	\$0	560,772	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016 <sup>(2)</sup>
Class B Common Stock	(3)	10/21/2019		C <sup>(5)</sup>			28,333	(3)	(3)	Class A Common Stock	28,333	\$0	11,306,862	I	Katrina M. Lake Revocable Trust <sup>(6)</sup>
Class B Common Stock	(3)	10/22/2019		C <sup>(5)</sup>			5,000	(3)	(3)	Class A Common Stock	5,000	\$0	555,772	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016 <sup>(2)</sup>
Class B Common Stock	(3)	10/22/2019		C <sup>(5)</sup>			28,333	(3)	(3)	Class A Common Stock	28,333	\$0	11,278,529	I	Katrina M. Lake Revocable Trust <sup>(6)</sup>
Class B Common Stock	(3)	10/23/2019		C <sup>(5)</sup>			5,000	(3)	(3)	Class A Common Stock	5,000	\$0	550,772	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016 <sup>(2)</sup>
Class B Common Stock	(3)	10/23/2019		C <sup>(5)</sup>			28,334	(3)	(3)	Class A Common Stock	28,334	\$0	11,250,195	I	Katrina M. Lake Revocable

## **Explanation of Responses:**

- 1. Since the Reporting Person's last report, 20,203 shares of Class A Common Stock were transferred from direct holdings to the John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016.
- 2. The shares are held by John C. Clifford and Katrina M. Lake, Trustees of the John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016.
- 3. Each share of Class B Common Stock is convertible into one share of Class A Common Stock at the option of the holder and has no expiration date.
- 4. The shares are held by Katrina M, Lake, Trustee of The Katrina M. Lake 2017 Irrevocable Trust.
- 5. Represents the conversion of Class B Common Stock into Class A Common Stock held of record by the Reporting Person.
- 6. The shares are held by Katrina M. Lake, Trustee of The Katrina M. Lake Revocable Trust dated May 23, 2016.
- 7. Shares disposed of pursuant to a previously established Rule 10b5-1 plan.
- 8. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$22.89 to \$23.39 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- 9. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$22.225 to \$22.99 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- 10. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$22.23 to \$23.135 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- 11. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$22.78 to \$23.18 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- 12. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$22.755 to \$23.26 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

/s/ Scott Darling, Attorney-in-Fact for Katrina Lake

10/23/2019

\*\* 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.