FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Washington,	D.C.	20549	

gton, D.C. 20549	OMB APPROVAL

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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(h)

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 an Slatoff		Reporting Per	son [*]			ΓWO	IN	er or Trading S TERACTIV		<u>FTWARE</u>	(Check all app	•	10% O		
INC.	E-TWO IN		(Middle) /E SOFTWARE,		3. Date of Earliest Transaction (Month/Day/Year) 04/04/2019						X Officer (give title Officer (specify below) President				
110 WEST 44TH STREET				4. If Amend	4. If Amendment, Date of Original Filed (Month/Day/Year)						6. Individual or Joint/Group Filing (Check Applicable Line)				
(Street) NEW YC	ORK N	Y	10036								X Form filed by One Reporting Person Form filed by More than One Reporting Person				
(City)	(S	tate)	(Zip)												
		7	Γable I - Non-D	eriva	ative Secu	ırities	Acc	uired, Disp	osed (of, or Bene	ficially Owne	d			
1. Title of Security (Instr. 3)		2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)		Code (Instr.		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Followir		t Beneficia	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
						Code	v	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)	(Instr. 4)			
Common	Stock		04/04/2019			D		20,396(1)	D	\$0	505,142(1)(2) I	By Zelr Media Corpora	nick ation ⁽¹⁾⁽²⁾	
Common	Stock		04/04/2019			S		104,279(3)(4)	D	\$93.6822 ⁽⁵⁾	400,863(4)(6) I	By Zelr Media Corpora	nick ation ⁽⁴⁾⁽⁶⁾	
Common	Stock		04/04/2019			S		22,938 ⁽³⁾⁽⁴⁾	D	\$94.4986 ⁽⁷⁾	377,925 ⁽⁴⁾⁽⁸) I	By Zelr Media Corpora	nick ation ⁽⁴⁾⁽⁸⁾	
Common	Stock		04/04/2019			S		14,375(3)(4)	D	\$ 95.4517 ⁽⁹⁾	363,550(4)(10)) I	By Zelr Media Corpora	nick ation ⁽⁴⁾⁽¹⁰⁾	
Common	Stock		04/04/2019			S		1,603 ⁽³⁾⁽⁴⁾	D	\$ 96.1524 ⁽¹¹⁾	361,947(4)(12	²⁾ I	By Zelr Media Corpora	nick ation ⁽⁴⁾⁽¹²⁾	
Common	Stock		04/04/2019			S		1,419 ⁽³⁾⁽⁴⁾	D	\$97.57	360,528(4)(13	3) I	By Zelr Media Corpora	nick ation ⁽⁴⁾⁽¹³⁾	
Common Stock		04/04/2019			J ⁽¹⁴⁾		55,580 ⁽¹⁴⁾	D	\$0	304,948(14)(1			nick ation ⁽¹⁴⁾⁽¹⁵⁾		
			Table II - Der (e.g	ivativ ., pu	ve Securi ts, calls,	ties A warra	cqu nts,	ired, Dispos options, co	sed of, invertil	or Benefic ble securiti	ially Owned es)				
1. Title of Derivative Security 1. Title of Conversion or Exercise Price of Derivative Security 1. Title of Conversion of Exercise (Month/Day/Year) 2. Canversion Date (Month/Day/Year) 3. Transaction Date (Execution Date, if any (Month/Day/Year)		te, 4	I. Transaction Code (Instr.	5. Number of		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instand 4)	8. Price of Derivative Security (Instr. 5)	derivative Securities Beneficially Owned	Ownership Form: E	11. Nature of Indirect Beneficial Ownership (Instr. 4)			
- vnlanation	of Respons			C	Code V	(A) ((D)		Expiration Date	Amor or Numi of Share	per				

- 1. Represents the forfeiture of performance-based restricted units previously granted to ZelnickMedia due to the failure to meet certain performance conditions.
- 2. Represents 296,256 restricted units and 208,886 shares of Common Stock held directly by ZelnickMedia, of which Mr. Slatoff is a partner (such securities are not held individually by Mr. Slatoff). Mr. Slatoff disclaims beneficial ownership of the securities held by ZelnickMedia except to the extent of his pecuniary interest therein.
- 3. These transactions are reported on separate lines due to the range of the sale prices.
- 4. On April 4, 2019, 208,886 restricted units previously granted to ZelnickMedia vested. Such restricted units were registered at the time of grant pursuant to a registration statement filed with the Commission which was automatically declared effective on May 25, 2017. The reported sale transactions were effected pursuant to a Rule 10b5-1 trading plan, including to satisfy the tax obligations of the partners of ZelnickMedia upon the vesting of such restricted units.
- 5. Represents a weighted average sales price of shares sold in multiple transactions at sales prices ranging from \$93.00 to \$94.00, inclusive. Upon request, the Reporting Person undertakes to provide the full

sale information regarding the number of shares sold at each price increment to the Commission, the issuer or any security holder of the issuer.

- 6. Represents 296,256 restricted units and 104,607 shares of Common Stock held directly by ZelnickMedia, of which Mr. Slatoff is a partner (such securities are not held individually by Mr. Slatoff). Mr. Slatoff disclaims beneficial ownership of the securities held by ZelnickMedia except to the extent of his pecuniary interest therein.
- 7. Represents a weighted average sales price of shares sold in multiple transactions at sales prices ranging from \$94.01 to \$95.01, inclusive. Upon request, the Reporting Person undertakes to provide the full sale information regarding the number of shares sold at each price increment to the Commission, the issuer or any security holder of the issuer.
- 8. Represents 296,256 restricted units and 81,669 shares of Common Stock held directly by ZelnickMedia, of which Mr. Slatoff is a partner (such securities are not held individually by Mr. Slatoff). Mr. Slatoff disclaims beneficial ownership of the securities held by ZelnickMedia except to the extent of his pecuniary interest therein.
- 9. Represents a weighted average sales price of shares sold in multiple transactions at sales prices ranging from \$95.02 to \$96.02, inclusive. Upon request, the Reporting Person undertakes to provide the full sale information regarding the number of shares sold at each price increment to the Commission, the issuer or any security holder of the issuer.
- 10. Represents 296,256 restricted units and 67,294 shares of Common Stock held directly by ZelnickMedia, of which Mr. Slatoff is a partner (such securities are not held individually by Mr. Slatoff). Mr. Slatoff disclaims beneficial ownership of the securities held by ZelnickMedia except to the extent of his pecuniary interest therein.
- 11. Represents a weighted average sales price of shares sold in multiple transactions at sales prices ranging from \$96.07 to \$96.77, inclusive. Upon request, the Reporting Person undertakes to provide the full sale information regarding the number of shares sold at each price increment to the Commission, the issuer or any security holder of the issuer.
- 12. Represents 296,256 restricted units and 65,691 shares of Common Stock held directly by ZelnickMedia, of which Mr. Slatoff is a partner (such securities are not held individually by Mr. Slatoff). Mr. Slatoff disclaims beneficial ownership of the securities held by ZelnickMedia except to the extent of his pecuniary interest therein.
- 13. Represents 296,256 restricted units and 64,272 shares of Common Stock held directly by ZelnickMedia, of which Mr. Slatoff is a partner (such securities are not held individually by Mr. Slatoff). Mr. Slatoff disclaims beneficial ownership of the securities held by ZelnickMedia except to the extent of his pecuniary interest therein.
- 14. On April 4, 2019, 208,886 restricted units previously granted to ZelnickMedia vested and ZelnickMedia distributed a total of 55,580 shares received upon vesting to its employees, but none of which were distributed to Mr. Slatoff
- 15. Represents 296,256 restricted units and 8,692 shares of Common Stock held directly by ZelnickMedia, of which Mr. Slatoff is a partner (such securities are not held individually by Mr. Slatoff). Mr. Slatoff disclaims beneficial ownership of the securities held by ZelnickMedia except to the extent of his pecuniary interest therein.

<u>/s/ Karl Slatoff</u> <u>04/08/2019</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.

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