



Insider Intelligence

Insider Intelligence Trade Alert 11/15/22

****Buy Alert: LiveOne Inc. (NASDAQ: LVO)** Price at
recommendation: \$0.69
Buy Limit: \$0.72
Stop Limit: \$0.55**

Hey Alex here with this week's Insider Intelligence trade.

LiveOne is a music, podcast, and video streaming umbrella company that houses a number of different brands.

Their most notable brand is Slacker Radio, which is a satellite radio service that combines the best of SiriusXM, Spotify, and Pandora into one.

The biggest bull case for this company is the fact that every Tesla customer gets a free first year of Slacker Radio, paid for by Tesla, when they purchase a car.

So, if you believe in the bull case for electric vehicles, then the Slacker Radio segment of LiveOne will grow as Tesla sells more vehicles.

Of course, that's not the only thing going for LiveOne.

There's also been some significant buying activity by CEO Robert S. Ellin.

On November 16th, he bought 15,000 shares.

SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3250-0287

Estimated average burden hours per response: 0.9

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

1. Name and Address of Reporting Person

ELLIN ROBERT S

(Last) (First) (Middle)

C/O LIVEONE, INC.

269 SOUTH BEVERLY DRIVE, SUITE 1450

(Street)

BEVERLY HILLS CA 90212

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

LiveOne, Inc. [LVO]

3. Date of Earliest Transaction (Month/Day/Year)

11/16/2022

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

X Director X 10% Owner

X Officer (give title below) Other (specify below)

CEO & Chairman

5. Individual or Joint/Group Filing (Check Applicable Line)

X Form filed by One Reporting Person

Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)

2. Transaction Date (Month/Day/Year)

3A. 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)

Common Stock, \$0.001 par value

11/16/2022

P

15,000

A

\$0.7264⁽¹⁾

2,054,666

D

Common Stock, \$0.001 par value

17,552,984

I

See footnotes⁽¹⁾ (1)(5)

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)

Then followed that up on November 21st with another buy, this one for 35,000 shares.

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2. Issuer Name and Ticker or Trading Symbol

LiveOne, Inc. [LVO]

3. Date of Earliest Transaction (Month/Day/Year)

11/21/2022

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(Check all applicable)

X Director X 10% Owner

X Officer (give title below) Other (specify below)

CEO & Chairman

5. Individual or Joint/Group Filing (Check Applicable Line)

X Form filed by One Reporting Person

Form filed by More than One Reporting Person

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3. Transaction Code (Instr. 8)

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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)

Common Stock, \$0.001 par value

11/21/2022

P

25,000

A

\$0.6675⁽¹⁾

2,079,666

D

Common Stock, \$0.001 par value

11/21/2022

P

10,000

A

\$0.6809⁽¹⁾

2,089,666

D

Common Stock, \$0.001 par value

17,552,984

I

See footnotes⁽¹⁾ (1)(5)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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8. Price of Derivative Security (Instr. 5)

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10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)

11. Nature of Indirect Beneficial Ownership (Instr. 4)

LiveOne trades for under a dollar. So, it won't take much to make this stock move.

Based on the CEO loading up on shares, that move will hopefully be to the upside.

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But since it's so small, it could also move fast to the downside as well.

So, like always, make sure to monitor your position.

As with any investment, never risk anything that you're not willing to lose!

Any questions?

Feel free to reach out and let us know!

To your wealth,



Alex Reid, Editor, Insider Intelligence