SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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* SPURLOCK STEVEN M			2. Issuer Name and Ticker or Trading Symbol Asana, Inc. [ASAN]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)						
SPURLUCE		<u>vi</u>			Director	Х	10% Owner			
(Last) C/O BENCHM 2965 WOODS		(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 09/30/2020	-	Officer (give title below)		Other (specify below)			
			4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Indiv Line)	/idual or Joint/Grou	o Filing	(Check Applicable			
(Street) WOODSIDE	CA	94062		X	Form filed by On Form filed by Mo Person		0			
(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	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	Reported Transaction(s) (Instr. 3 and 4)		(1130.4)	
Class A Common Stock	09/30/2020		s		339,452	D	\$27.1294(1)	6,666,900	I	See footnote ⁽²⁾	
Class A Common Stock	09/30/2020		s		296,083	D	\$28.3256 ⁽³⁾	6,370,817	I	See footnote ⁽²⁾	
Class A Common Stock	09/30/2020		S		125,552	D	\$29.1549 ⁽⁴⁾	6,245,265	I	See footnote ⁽²	
Class A Common Stock	09/30/2020		J ⁽⁵⁾		2,800,000	D	\$0.00	3,445,265	I	See footnote ⁽²	
Class A Common Stock	09/30/2020		J ⁽⁵⁾		111,904	A	\$0.00	111,904	I	See footnote ⁽⁶	
Class A Common Stock	09/30/2020		J ⁽⁵⁾		147,796	A	\$0.00	147,796	I	See footnote ⁽⁷	
Class A Common Stock	09/30/2020		J ⁽⁵⁾		14,358	A	\$0.00	14,358	I	See footnote ⁽⁸	
Class A Common Stock	09/30/2020		J ⁽⁵⁾		113,727	A	\$0.00	113,727	D ⁽⁹⁾		
Class A Common Stock	10/01/2020		S		5,850	D	\$26.6071(10)	107,877	D ⁽⁹⁾		
Class A Common Stock	10/01/2020		S		217	D	\$27.252(11)	107,660	D ⁽⁹⁾		
Class A Common Stock	09/30/2020		J ⁽⁵⁾		241,750	A	\$0.00	241,750	I	See footnote ⁽¹	
Class A Common Stock	09/30/2020		J ⁽⁵⁾		37,230	A	\$0.00	37,230	I	See footnote ⁽¹	
Class A Common Stock	10/01/2020		S		1,753	D	\$26.6071(10)	35,477	I	See footnote ⁽¹	
Class A Common Stock	10/01/2020		S		66	D	\$27.252 ⁽¹¹⁾	35,411	I	See footnote ⁽¹	
Class A Common Stock	09/30/2020		J ⁽⁵⁾		89,028	A	\$0.00	89,028	D ⁽¹⁴⁾		
Class A Common Stock	09/30/2020		J ⁽⁵⁾		65,561	A	\$0.00	65,561	I	See footnote ⁽¹	
Class A Common Stock	10/01/2020		S		5,850	D	\$26.6071 ⁽¹⁰⁾	59,711	I	See footnote ⁽¹	
Class A Common Stock	10/01/2020		s		217	D	\$ 27.252 ⁽¹¹⁾	59,494	Ι	See footnote ⁽¹	
Class A Common Stock	09/30/2020		J ⁽⁵⁾		5,982	A	\$0.00	5,982	D ⁽¹⁶⁾		
Class A Common Stock	09/30/2020		J ⁽⁵⁾		116,119	A	\$0.00	116,119	I	See footnote ⁽¹	

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1. Title of Security (Instr. 3)		2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date,			3. Trans Code	action (Instr.				A) be) or	5. Amount of Securities Beneficially Owned		6. Ownership Form: Direct (D) or Indirect (I)		7. Nature of Indirect Beneficial Ownership (Instr. 4)	
							Code	v	Αποι	ınt	(A) or (D)	Pr	rice	Following (Instr. 4) Reported Transaction(s) (Instr. 3 and 4)		.4) (ir	(instr. 4)	
Class A	Common St	ock	09/30/2020	\vdash			J ⁽⁵⁾	\square	11,	,965	A	┢	\$0.00		,965	E	(18)	
		Tal	ble II - Derivat	ive S	ecu	rities	Acqu	ired,	Disp	osed	of, or	Be	eneficial curities	ly Owne	d			
1. Title of	2.	3. Transaction	3A. Deemed Execution Date,	4.		5. N		6. Dat	,	isable a	nd 7	7. Titl	le and unt of	8. Price of Derivative	9. Numb derivativ		10.	11. Natu of Indire
Derivative Security (Instr. 3) Conversion Or Exercise Price of Derivative Security		e (Month/Day/Year)	if any (Month/Day/Year)	Trans Code 8)		. Deri Sec Acq (A) Disp of (I	oosed D) tr. 3, 4		h/Day/Y			Secui Jnde Deriva	rities erlying vative rity (Instr.	Security (Instr. 5)	Securitie Beneficia Owned Followin Reported Transact (Instr. 4)	es ally g	Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Benefic Owners (Instr. 4
				Code	v	(A)	(D)	Date Exerci	isable	Expirat Date		Title	Amount or Number of Shares					
		f Reporting Person [*] T <u>EVEN M</u>																
	NCHMARF OODSIDE		(Middle)															
(Street) WOOD	SIDE	CA	94062		-													
(City)		(State)	(Zip)															
		f Reporting Person [*] ALEXANDRE																
	NCHMARI OODSIDE		(Middle)															
(Street)	SIDE	CA	94062															
(City)		(State)	(Zip)															
	and Address of LEVIE BR	f Reporting Person [*] RUCE																
	NCHMARF OODSIDE		(Middle)															
(Street)	SIDE	CA	94062		-													
					-													
(City)		(State)	(Zip)															
(City) 1. Name a	and Address of ON PETE	f Reporting Person*																
(City) 1. Name a FENT((Last) C/O BE		f Reporting Person [*]			_													
(City) 1. Name a FENT((Last) C/O BE	ON PETE	f Reporting Person [*]			_													

GURLEY J WILLIAM

-		
(Last)	(First)	(Middle)
C/O BENCHMA	RK	
2965 WOODSID	E ROAD	
(Street)		
WOODSIDE	CA	94062
(City)	(State)	(Zip)
1. Name and Address HARVEY KE	s of Reporting Person [*]	
(Last)	(First)	(Middle)
C/O BENCHMA	RK	
2965 WOODSID	E ROAD	
(Street)		
WOODSIDE	CA	94062
(City)	(State)	(Zip)
1. Name and Addres	s of Reporting Person [*] B <u>ERT</u>	
(Last)	(First)	(Middle)
C/O BENCHMA	RK	
2965 WOODSID	E ROAD	
(Street)		
WOODSIDE	CA	94062
(City)	(State)	(Zip)
1. Name and Addres	s of Reporting Person [*]	
LASKY MIT	<u>CHELL</u>	
(Last)	(First)	(Middle)
C/O BENCHMA	RK	
2965 WOODSID	E ROAD	
(Street)		
WOODSIDE	CA	94062
(City)	(State)	(Zip)

Explanation of Responses:

1. Represents the weighted-average sale price per share of a series of transactions, all of which were executed on September 30, 2020. The actual sale prices ranged from a low of \$26.9 to a high of \$27.89, inclusive. Each Reporting Person undertakes to provide upon request of the SEC Staff, Asana, Inc. or any security holder of Asana, Inc. full information regarding the number of shares sold at each price within the range. The amount reflected has been rounded to 4 decimal points.

2. Shares are held directly by Benchmark Capital Partners VI, L.P. (BCP VI) for itself and as nominee for Benchmark Founders' Fund VI, L.P. (BFF VI), Benchmark Founders' Fund VI-B, L.P. (BFF VI-B) and related individuals. Benchmark Capital Management Co. VI, L.L.C. (BCMC VI), the general partner of BCP VI, BFF VI and BFF VI-B, may be deemed to have sole voting and dispositive power over the securities. Matthew R. Cohler, a member of the Issuer's board of directors, Alexandre Balkanski, Bruce W. Dunlevie, Peter H. Fenton, J. William Gurley, Kevin R. Harvey, Robert C. Kagle, Mitchell H. Lasky and Steven M. Spurlock are the managing members of BCMC VI, and each of them may be deemed to share voting and dispositive power over the securities. Each such person and entity disclaims the existence of a "group" and disclaims beneficial ownership of the securities, except to the extent of such person's or entity's pecuniary interest in such securities.

3. Represents the weighted-average sale price per share of a series of transactions, all of which were executed on September 30, 2020. The actual sale prices ranged from a low of \$27.9 to a high of \$28.895, inclusive. Each Reporting Person undertakes to provide upon request of the SEC Staff, Asana, Inc. or any security holder of Asana, Inc. full information regarding the number of shares sold at each price within the range. The amount reflected has been rounded to 4 decimal points.

4. Represents the weighted-average sale price per share of a series of transactions, all of which were executed on September 30, 2020. The actual sale prices ranged from a low of \$28.9 to a high of \$29.63, inclusive. Each Reporting Person undertakes to provide upon request of the SEC Staff, Asana, Inc. or any security holder of Asana, Inc. full information regarding the number of shares sold at each price within the range. The amount reflected has been rounded to 4 decimal points.

5. Represents a pro-rata, in-kind distribution by BCP VI and its affiliated funds and associated persons, without additional consideration, to their respective partners, members and assignees.

6. Shares owned directly by entities controlled by Alexandre Balkanski.

7. Shares owned directly by entities controlled by Bruce W. Dunlevie.

8. Shares owned directly by entities controlled by J. William Gurley.

9. Shares owned directly by William Gurley.

10. Represents the weighted-average sale price per share of a series of transactions, all of which were executed on October 1, 2020. The actual sale prices ranged from a low of \$26.09 to a high of \$27.05, inclusive. Each Reporting Person undertakes to provide upon request of the SEC Staff, Asana, Inc. or any security holder of Asana, Inc. full information regarding the number of shares sold at each price within the range. The amount reflected has been rounded to 4 decimal points.

11. Represents the weighted-average sale price per share of a series of transactions, all of which were executed on October 1, 2020. The actual sale prices ranged from a low of \$27.11 to a high of \$27.35, inclusive. Each Reporting Person undertakes to provide upon request of the SEC Staff, Asana, Inc. or any security holder of Asana, Inc. full information regarding the number of shares sold at each price within the range. The amount reflected has been rounded to 3 decimal points.

12. Shares owned directly by entities controlled by Kevin R. Harvey.

13. Shares owned directly by Steven M. Spurlock's family trust.

14. Shares owned directly by Robert C. Kagle.

15. Shares owned directly by Peter H. Fenton's family trust.

16. Shares owned directly by Peter H. Fenton

17. Shares owned directly by Mitchell H. Lasky's family trust

18. Shares owned directly by Mitchell H. Lasky.

Remarks:

This report is one of three reports, each on a separate Form 4, but relating to the same holdings being filed by entities affiliated with Benchmark and their applicable members.

liated with Benchmark and their applicabl	e members.
/s/ Steven M. Spurlock	<u>10/02/2020</u>
<u>/s/ Steven M. Spurlock, by</u> power of attorney for <u>Alexandre Balkanski</u>	<u>10/02/2020</u>
<u>/s/ Steven M. Spurlock, by</u> power of attorney for Bruce <u>W. Dunlevie</u>	<u>10/02/2020</u>
<u>/s/ Steven M. Spurlock, by</u> power of attorney for Peter H. <u>Fenton</u>	<u>10/02/2020</u>
<u>/s/ Steven M. Spurlock, by</u> power of attorney for J. <u>William Gurley</u>	<u>10/02/2020</u>
<u>s/ Steven M. Spurlock, by</u> power of attorney for Kevin R. <u>Harvey</u>	<u>10/02/2020</u>
<u>s/ Steven M. Spurlock, by</u> power of attorney for Robert <u>C. Kagle</u>	<u>10/02/2020</u>
<u>s/ Steven M. Spurlock, by</u> power of attorney for Mitchell <u>H. Lasky</u>	<u>10/02/2020</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.