Edgar Filing: Lifevantage Corp - Form 4

Effevantage Corp Form 4	•									
March 29, 2017									PPROVAL	
		STATES		RITIES A shington			E COMMISSIO	N OMB Number:	3235-0287	7
Check this box if no longer subject to Section 16. Form 4 or								Estimated burden hou	urs per	5
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, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940)
(Print or Type Respon	nses)									
1. Name and Addres Jensen Darren Ja	2. Issuer Name and Ticker or Trading Symbol Lifevantage Corp [LFVN]				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
(Last) ((First) (I	Middle)	3. Date of Earliest Transaction							
9785 SOUTH MONROE STREET, SUITE 300			(Month/Day/Year) 03/28/2017				X Director 10% Owner X Officer (give title Other (specify below) below) Chief Executive Officer			
(Street)			4. If Amendment, Date Original Filed(Month/Day/Year)			 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting 				
SANDY, UT 840	070						Person	wore than one R	porting	
(City) (State)	(Zip)	Tab	le I - Non-	Derivative	Securities A	Acquired, Disposed	of, or Beneficia	lly Owned	
1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year)2A. Deem Execution any (Month/D			Date, ifTransactionAcquired (A) or CodeCodeDisposed of (D)ay/Year)(Instr. 8)(Instr. 3, 4 and 5)			(A) or of (D)	SecuritiesFBeneficially(IOwned(IFollowing(IReported(I	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code V	Amount	or (D) Price	Transaction(s) (Instr. 3 and 4)			
Reminder: Report on	a separate line	for each cl	ass of sec	urities bene	Perso infor requi	ons who res nation cont red to resp ays a curre	or indirectly. spond to the colle tained in this forn ond unless the fo ntly valid OMB co	n are not rm	SEC 1474 (9-02)	

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amount
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orDerivative	Expiration Date	Underlying Securities
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)

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(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	(Instr.	8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)					
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amoun or Numbe of Shar
Performance Stock Units	<u>(1)</u>	03/28/2017		А		93,300		<u>(1)</u>	12/31/2019	Common Stock	93,30

Reporting Owners

Reporting Owner Name / Address		Relationships						
	Director	10% Owner	Officer	Other				
Jensen Darren Jay 9785 SOUTH MONROE STREET, SUITE 300 SANDY, UT 84070		Х		Chief Executive Officer				
Signatures								
/s/ Darren Jay Jensen	03/29/2017							
**Signature of	Date							

Reporting Person

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).

The Performance Stock Units ("PSUs") are subject to a three-year performance period of 1/1/2017 through 12/31/2019, subject to earlier expiration upon a change in control of the issuer ("Performance Period"). Subject generally to the reporting person's continued service with the issuer, each PSU represents a contingent right for such person to receive, within 30 days after the end of the Performance Period,

a distribution of common shares of the issuer equal to 0% to 200% of the reported target number of PSUs. The actual number of shares (1) distributed will be based on the issuer's total stockholder return (TSR) performance during the Performance Period. Vesting for 50% of the target PSUs is based upon the issuer's absolute TSR for the Performance Period as compared to a matrix of fixed numeric values and the vesting for the other 50% of the target PSUs is based upon a relative comparison of the issuer's TSR to the Vanguard Russell 2000 exchange traded fund TSR for such period.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.