

RILEY BRYANT R  
Form 3  
May 16, 2016

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

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 Responses)

<p>1. Name and Address of Reporting Person *</p> <p>Â B. Riley Financial, Inc.</p> <p>(Last) (First) (Middle)</p> <p>21860 BURBANK BOULEVARD, SUITE 300 SOUTH</p> <p>(Street)</p> <p>WOODLAND HILLS, Â CA Â 91367</p> <p>(City) (State) (Zip)</p>	<p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>05/04/2016</p>	<p>3. Issuer Name and Ticker or Trading Symbol</p> <p>UNITED ONLINE INC [UNTD]</p>	<p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p>___ Director    <u>X</u> 10% Owner ___ Officer    ___ Other (give title below) (specify below)</p>	<p>5. If Amendment, Date Original Filed(Month/Day/Year)</p>	<p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p>___ Form filed by One Reporting Person <u>X</u> Form filed by More than One Reporting Person</p>
---	---	--	---	---	---

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, par value \$0.0001 per share	1,427,228 <u>(1)</u> <u>(2)</u> <u>(3)</u> <u>(4)</u>	I <u>(1)</u> <u>(2)</u> <u>(3)</u> <u>(4)</u>	See notes
Common Stock, par value \$0.0001 per share	659,283	I <u>(5)</u> <u>(6)</u>	See notes
Common Stock, par value \$0.0001 per share	21,203	I <u>(6)</u> <u>(7)</u>	See notes
Common Stock, par value \$0.0001 per share	692,794	I <u>(6)</u> <u>(8)</u>	See notes
Common Stock, par value \$0.0001 per share	734,434	I <u>(6)</u> <u>(9)</u>	See notes
Common Stock, par value \$0.0001 per share	2,750	D <u>(10)</u>	Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**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 control number.

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
B. Riley Financial, Inc. 21860 BURBANK BOULEVARD, SUITE 300 SOUTH WOODLAND HILLS, CA 91367	^	^ X	^	^
BRC Partners Opportunity Fund, LP 11100 SANTA MONICA BOULEVARD, SUITE 800 LOS ANGELES, CA 90025	^	^ X	^	^
World Funds Trust 11100 SANTA MONICA BOULEVARD, SUITE 800 LOS ANGELES, CA 90025	^	^ X	^	^
B. RILEY CAPITAL MANAGEMENT, LLC 11100 SANTA MONICA BOULEVARD, SUITE 800 LOS ANGELES, CA 90025	^	^ X	^	^
B. Riley & Co., LLC 11100 SANTA MONICA BOULEVARD, SUITE 800 LOS ANGELES, CA 90025	^	^ X	^	^
RILEY BRYANT R 11100 SANTA MONICA BOULEVARD, SUITE 800 LOS ANGELES, CA 90025	^	^ X	^	^

## Signatures

/s/ Bryant R. Riley, Chief Executive Officer of B. Riley Capital Management, LLC, General Partner of BRC PARTNERS OPPORTUNITY FUND, LP	05/16/2016
**Signature of Reporting Person	Date
/s/ Bryant R. Riley, Chief Executive Officer of B. Riley Capital Management, LLC, Investment Advisor of B. RILEY DIVERSIFIED EQUITY FUND	05/16/2016
**Signature of Reporting Person	Date
/s/ Bryant R. Riley, Chief Executive Officer of B. RILEY CAPITAL MANAGEMENT, LLC	05/16/2016

