

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**Notice of Effectiveness**

**Effectiveness Date:** September 20, 2016 4:00 P.M.

**Form:** S-1

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**CIK:** [0001671933](#)

**Company Name:** Trade Desk, Inc.

**File Number:** [333-213241](#)